

Intercultural Business Communications 4th Edition By Pearson

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The Challenges of Intercultural Business Communication

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Synopsis. "Intercultural Communication, Fourth Edition" provides students with a clear model for examining communication within cultural, micro-cultural, environmental, socio-relational, and perceptual contexts. Each chapter focuses on one context and the combination of factors included within that context - setting, situation, and circumstances. The text also highlights influences such as values, ethnicity, physical geography and attitudes, and then examines certain means of interaction, ...

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Many people in intercultural business communication argue that culture determines how individuals encode messages, what medium they choose for transmitting them, and the way messages are interpreted. With regard to intercultural communication proper, it studies situations where people from different cultural backgrounds interact. Aside from language, intercultural communication focuses on social attributes, thought patterns, and the cultures of different groups of people.

~~Intercultural communication - Wikipedia~~

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This book prepares today's business people to compete and manage domestic and international diversity in an increasingly multinational business arena. Unique in the market, it uses research involving three Delphi panels of experts' perceptions of the importance of the topics covered as the basis for its contents.

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