

Intercultural Business Communication (5th Edition)

Lillian Chaney, Jeanette Martin



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Intercultural Business Communication (5th Edition) Lillian Chaney, Jeanette Martin Prepare future managers to face the differences in business communication across cultures.

With the globalization of the world economy, it is imperative for current and future managers to be sensitive to the differences they will encounter in intercultural communication. To help make readers aware of these differences, Intercultural Business Communication contains practical guidelines and information on how to conduct negotiations across countries, write business letters in different societies, and includes the general "dos" and "don'ts" in international business.

The fifth edition contains new cases, updated examples, and information from ten newly published books and journal articles.



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