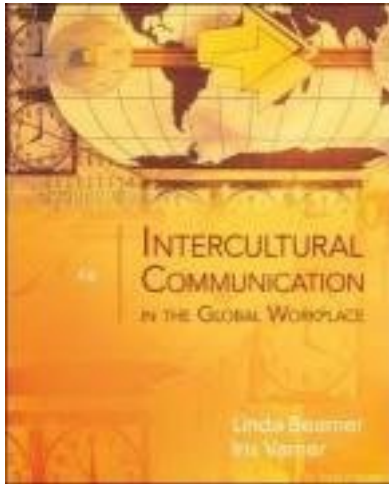


Intercultural Communication in the Global Workplace



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出版者:McGraw-Hill/Irwin

出版时间:2006-11-14

装帧:Paperback

isbn:9780073525068

"Intercultural Communication in the Global Workplace, 4/e" by Beamer and Varner addresses the issues of culture and communication within the context of international business. The text provides examples of how cultural values and practices impact business communication. The authors explore the relationships among the cultural environments of the firm and the structure of the firm. They examine how companies and individuals communicate, and concentrate on the underlying cultural reasons for behavior. This approach helps readers develop an ability to work successfully within an environment of cultural diversity both at home and abroad.

作者介绍:

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