

# International Management and Language



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出版者:

出版时间:2008-3

装帧:

isbn:9780415403931

Globalization processes have resulted in the emergence of business and management networks in which the sharing of knowledge is of crucial importance. Combining two contemporary and important subject areas - namely that of international management and also language and communication in multi-language contexts - the author of this book presents a wealth of ideas, examples and applications taken from international and global contexts, which show that 'language matters' in the pursuit of international business affairs. The book establishes the theoretical core of its main ideas by introducing two orientations (social construction and linguistic relativity) and demonstrates how they can be drawn on to frame and understand the activities of managers. Highly innovative and topical, Susanne Tietze's book will appeal to students of international management and international human resource management as well as those studying intercultural communication. It is also useful for managers and practitioners who work internationally.

作者介绍:

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