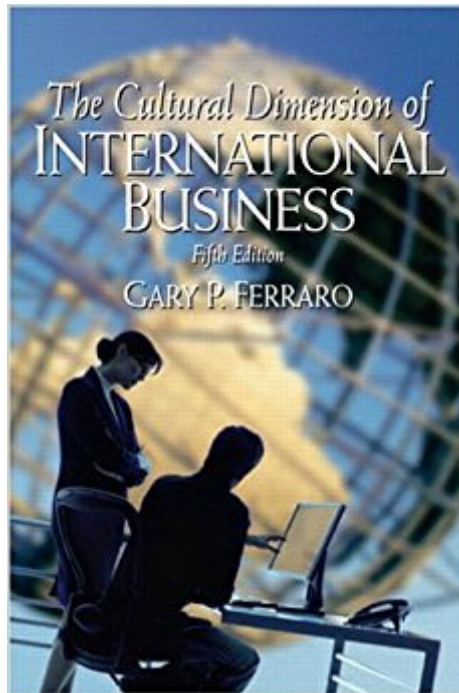




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# **Cultural Dimension Of International Business, The (5th Edition)**



## Synopsis

The text demonstrates how the theory, methods, and insights of cultural anthropology can influence, in a positive way, the conduct of international business operations, be they negotiating, managing, or marketing. KEY TOPICS: It explores (1) such general concepts as culture, ethnocentrism, and culture change; (2) the nature of the communication process, both linguistic and nonverbal communication; (3) a typology of value contrasts that can be applied anywhere in the world to help diagnose potential breakdowns in business communication; (4) a number of ways of collecting relevant culture-specific data on any of the hundreds of different national cultures of the world; and (5) a set of valuable skills and competencies that are vital for becoming a world class business person. MARKET: For cross-cultural trainers and human resources personnel.

## Book Information

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This text demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of international business, and offers a conceptual framework for understanding the cultural dimension of the international business arena. --This text refers to an out of print or unavailable edition of this title.

This book will help prepare future American businessmen and women to understand and cope with the cultural dimension of their professions. This book demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of international business (making it more

effective and humane), and offers a conceptual framework for understanding the cultural dimension of the international business arena. It integrates the anthropological concept of culture into the issues and realities of international business. Appropriate for anyone interested in Applied Anthropology, Anthropology of Business, International Marketing and International Management.

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Very good text

No new insights.

This books captures all the intricacies on culture. It is a wonderful book to read before making aq business trip abroad. You would like to read it again and again!

At first I was freaking about this book because the online name say "The Cultural Dimension of Global Business (6th edition) but really it's The Cultural Dimension of "INTERNATIONAL BUSINESS" it's good at Fort Lewis College. Wonderful insight of learning to culturally preparing yourself for company business trips. Also understanding the concept of "the world not revolving around your culture but other's as well."Â The Cultural Dimension of Global Business (6th Edition)

...you are in an Intro To International Business course. Otherwise, a complete waste of money.

The book itself is in an alright condition. There is a minimal amount of writing in the margins. I was mostly unsatisfied with how long it took the book to get here. I ordered a textbook from a different site and it showed up within 3 days. This book took almost a month to get to my apartment.

The book arrived in good shape and it is required for my class. So far it looks interesting. I plan to read it completely.

I bought this for my MBA program and found this book having good contents but the approach is not good.... I would have done the layout much differently to make it more interesting.....I had to read this book and so read it..... not greatly impressed.

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