



When Culture Matters: The 55-Minute Guide To Better Cross-Cultural Communication (Paperback)

By Indy Neogy

Verb Publishing Ltd, United Kingdom, 2012. Paperback. Book Condition: New. 208 x 146 mm. Language: English . Brand New Book ***** Print on Demand *****.About When Culture Matters: The HSBC ads make it sound so easy - just don't show the soles of your feet in Thailand, and you're half way there. If only communicating effectively across cultures were that simple. As the irresistible force of globalisation meets the immovable object of local cultures, a whole host of pitfalls is lying in wait to trip up the unsuspecting business. Thankfully, Indy Neogy is on hand to guide you through this potential minefield, providing a wealth of practical advice on everything from global brand architecture and international marketing to internal communication with groups and individuals. All this in a book you can read from cover to cover in under an hour - which has got to be good, regardless of your culture's orientation towards time! About the 55-Minute Guide Series: Far too many business books start with the false premise that offering meaningful insight requires exhaustive detail. They demand a huge investment from readers to wade through all the information provided and draw out what is relevant to...



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