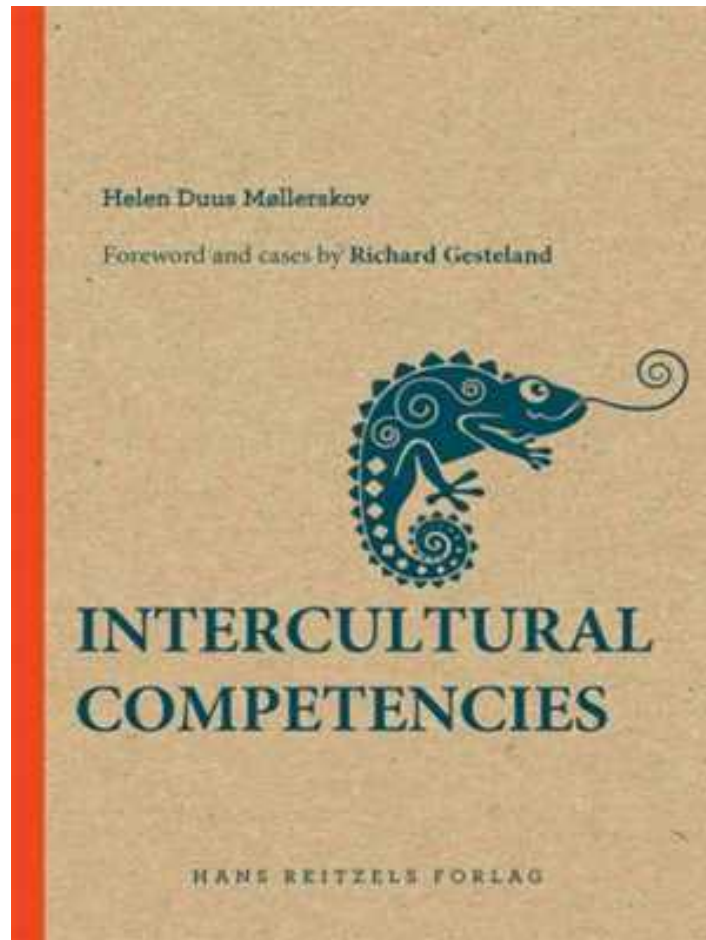


## **Intercultural competencies PDF**

**Helen Duus Møllerskov**



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Forfatter: Helen Duus Møllerskov

ISBN-10: 9788741260549

Sprog: Dansk

Filstørrelse: 3735 KB

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Intercultural Competencies is a comprehensive, user-friendly guide to successful interaction with people from differing cultural backgrounds, whether in Denmark or abroad. The book gives a historical perspective on culture and communication. It introduces the concept of cultural identity and presents the most important theories and work by Edward T. Hall, Geert Hofstede, Richard D. Lewis, Fons Trompenaars, and Richard R. Gesteland. Furthermore, the book provides the reader with tools and knowledge applicable to any intercultural setting allowing for the reader to achieve intercultural competencies both personally and professionally. Richard R. Gesteland has provided ten real-world cases of cross-cultural business behavior. Intercultural Competencies is tailor-made for the AP programmes in Service Management and Marketing Management. Helen Duus Møllerskov, cand.mag. (Master of Arts) from Aalborg University, Lecturer at Cphbusiness. She has a wide experience teaching Business Communication, Management and Intercultural Competencies. On the book's website, you can watch a lecture by Richard Gesteland given at Lillebaelt Academy April 27th 2017.

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