



## Module 4 Intercultural Communication For Business

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:Business & Economics / **Total Pages** : 192 pages

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**Summary** : Free module 4 intercultural communication for business pdf download - intercultural communication for business second edition examines the basis for culture reviewing the work of social scientists cultural anthropologists and global managers on this emerging topic definitions of culture issues of cultural change and how cultures adapt are included along with practical examples case studies and illustrations of how cultural issues are managed both domestically and internationally throughout the text emphasis is placed on understanding eight dimensions of culture context identity learning environment change time authority and achievement the text begins by providing a foundation for understanding cultural perceptions and stereotypes and then focuses on understanding frames of reference language codes symbols and context and verbal and non-verbal communication next it highlights issues of cultural identity regarding individual and collective identity and examines the effects of culture on power and authority finally it provides practical applications for intercultural communication this book can be bundled or customized with any of the o rourke modules or with any of our best-selling business communication books cases and solutions will be posted online important notice media content referenced within the product description or the product text may not be available in the ebook version

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