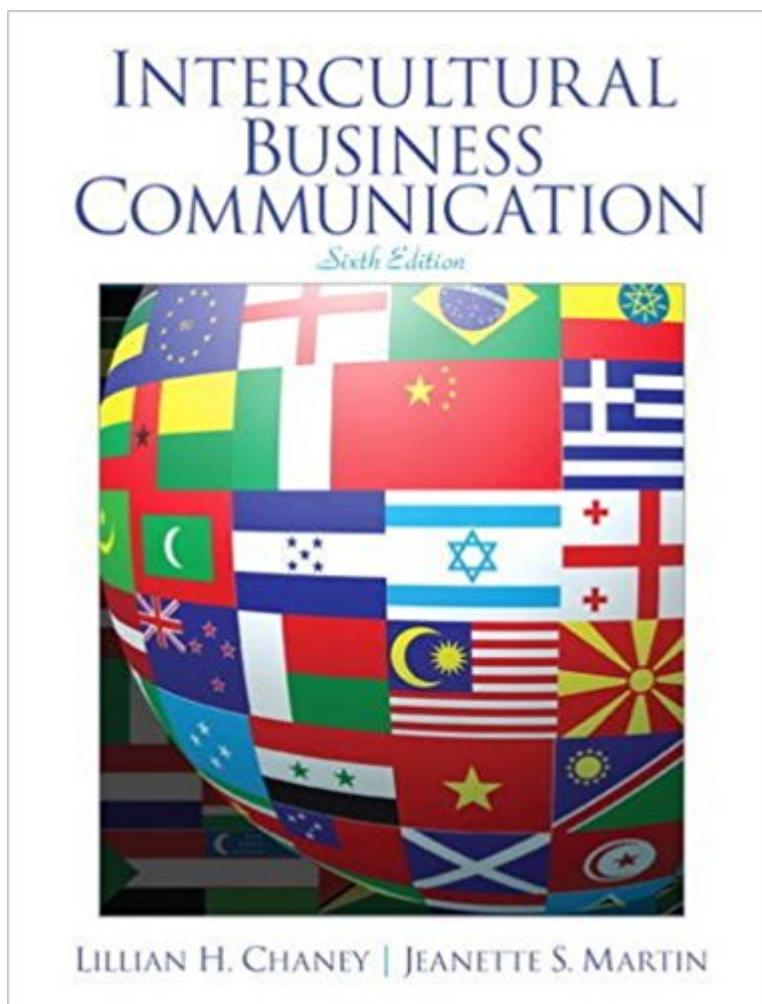


The book was found

Intercultural Business Communication (6th Edition)



Synopsis

Directed primarily toward business majors, this text also provides practical content to current and aspiring industry professionals. With the globalization of the world economy, it is imperative for current and future managers to be sensitive to the differences they will encounter in intercultural communication. To help make readers aware of these differences, Intercultural Business Communication contains practical guidelines and information on how to conduct negotiations across countries, write business letters in different societies, and includes the general à œdosâ • and à œdonâ ™tsâ • in international business.

Book Information

Paperback: 320 pages

Publisher: Pearson; 6 edition (January 8, 2013)

Language: English

ISBN-10: 0132971275

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Product Dimensions: 7 x 0.9 x 9 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 18 customer reviews

Best Sellers Rank: #129,519 in Books (See Top 100 in Books) #67 in Books > Business & Money > Business Culture > Etiquette #217 in Books > Textbooks > Business & Finance > Business Communication #825 in Books > Business & Money > Skills > Communications

Customer Reviews

The book explains the subject matter extremely well by using examples statistics and even a few pictures. However, there is no reason to buy this book or learn the subject matter unless it is required for a college class, as it was in my case.

great product at a great price

Overall I like the book and it is suitable for those who are getting started in the world of intercultural communication. However I cannot avoid the feeling that this book is designed for an US American audience. In my opinion, too much comparisons or references to the American culture which is very well illustrated and explained in detail while other cultures are not treated so deeply. This defeats somehow the point of the book. More focus on other cultures like the Spanish and Latin American

will be very useful. Something to consider for future editions.

Very good condition for used. I am so pleased!

Bought this as a rental. It was clearly in used condition containing stickers on both the front and the back as well as heavy amounts of highlighting and writing inside. I was expecting this book to be new but it will serve its purpose. Thank you

good

Poorly written, and not very interesting

Recently I used this textbook in one of my college classes. The book is easy to read and well thought out.

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