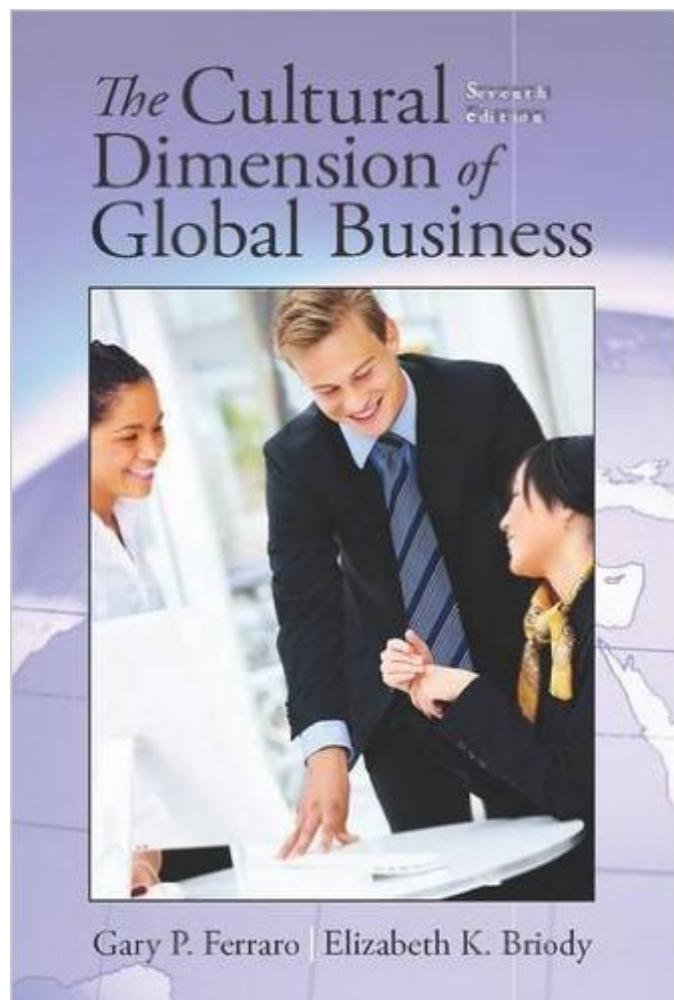


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The Cultural Dimension Of Global Business



Gary P. Ferraro | Elizabeth K. Briody



Synopsis

Demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of global business. The Cultural Dimension of Global Business provides a foundation for understanding the impact of culture on global business and global business on culture. Learning GoalsUpon completing this book readers will be able to: Understand the interaction between global business and culture Discuss comparative values and cultural differences Recognize the importance of understanding nonverbal communication patterns prevalent in the international business arena Be familiar with three functional processes critical to success in conducting global business: negotiating, partnering, and managing Identify strategies for coping with culture shock

Book Information

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Average Customer Review: 4.8 out of 5 starsÂ See all reviewsÂ (10 customer reviews)

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Customer Reviews

Book seems to be a bit biased towards Americans needing to change their approach when there's cultural conflict instead of both parties being wrong and should work towards a middle ground but overall the material was enjoyable.

This book was required reading for a course I took and contains valuable information that will be helpful to those wanting to compete in a global business market of this century. The company shipped quickly - thankfully - so that I could participate in homework for my classes. If you are not in school, this is still a great read for anyone anticipating doing business within the expanding global marketplace.

Shipped in good condition and in time for my study abroad class. Would recommend to other students - although it is a bit pricey for being a paperback, this price was comparable to others I found.

This book was also required for a class I was taking in my last semester. Allowed me to complete my assignments and complimented the book.

Very nice book that covers the basics of global business. I recommend. The reading is easy and the book goes direct to the point.

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