

The quintessence of intercultural business communication

Moll, Melanie, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20397533&lokasi=lokal>

Abstrak

[This book combines theory and practice in a way that helps you as a busy intercultural manager understand what others are communicating to you and those around you. We take apart real examples of intercultural business interaction and show you how deeply embedded cultural norms are found within a simple conversation. , This book combines theory and practice in a way that helps you as a busy intercultural manager understand what others are communicating to you and those around you. We take apart real examples of intercultural business interaction and show you how deeply embedded cultural norms are found within a simple conversation.]