



Intercultural Communication for Managers (The Corporate Communicaton Collection)

Michael B. Goodman

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People have always found a way to trade with one another, overcoming enormous barriers. Business and trade relationships are often the foundation for nations to thrive in peace. This book will help you learn about building a successful global relationship for your company, working together in peace while educating yourself and co-workers. Inside, the author teaches you about the essential responsibility to a global environment—knowledge of the people, organizations, and companies you want to work with. Becoming acquainted and eventually immersed in the history, geography, values, traditions, taboos, mindset, prejudices, and legal systems of someone else is an essential step to successful relationships with people from other parts of the world. Knowledge of the culture and management practices of their company is the second step toward success—how they make decisions; how they organize; how they work together; how they view the outside world; how they tolerate risk; how they settle disagreements; how they run meetings; how they view time; how they demonstrate their mission and values. This book will detail all of that so that you can make yourself and your company a real success in a global world.

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