

《跨越文化的交流 Communica》

图书基本信息

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内容概要

If you are a manager anywhere in the world, you are almost certainly dealing with people of nationalities and cultures different from your own. In multinational business environments, communicating effectively with people who have languages, customs, and expectations different from yours is a necessary skill. If you are a manager anywhere in the world, you are almost certainly facing this kind of multicultural situation. This guidebook explains how to become aware of cultural differences, how to recognize when cultural differences pose a leadership challenge, and how to adapt your communication style to enhance your effectiveness as a manager.

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