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Gary Ferraro, Elizabeth Briody

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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 Goals

Upon completing this book readers will be able to:

- Understand the interaction between global business and culture
- Discuss comparative values and cultural differences
- Know the importance of understanding nonverbal communication patterns prevalent in the international business arena
- Examine three functional processes critical to success in conducting global business: negotiating, partnering, and managing

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