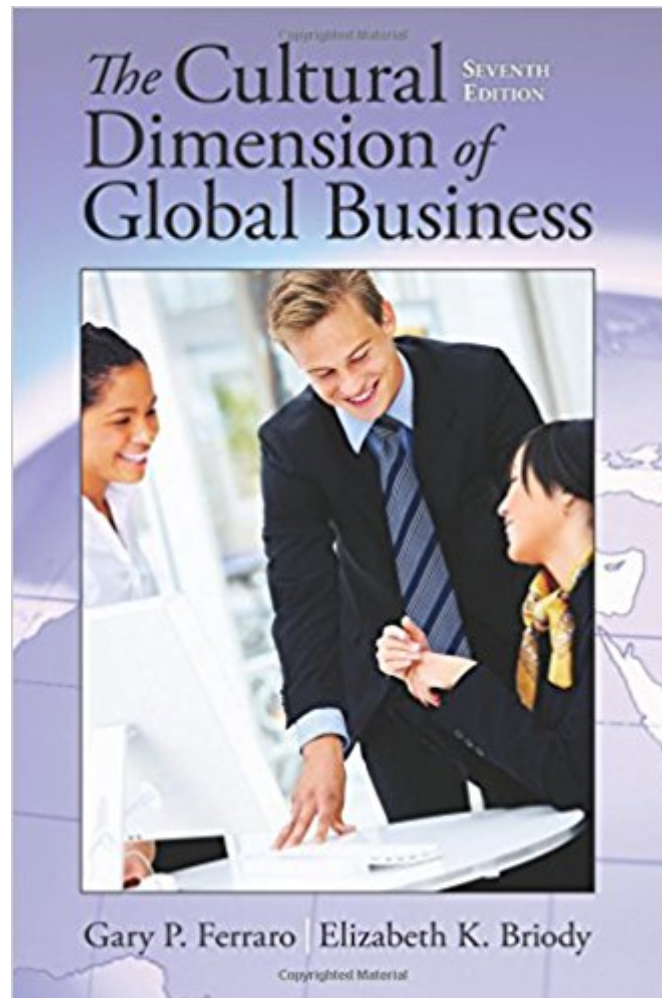




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# **The Cultural Dimension Of Global Business**



## 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 Goals Upon 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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## Customer Reviews

Gary Ferraro is an applied anthropologist who conducted research for extended periods of time in Kenya and Swaziland. He has served as a consultant/cross-cultural trainer for large organizations (USAID, the Peace Corps, the World Bank) and large international corporations such as IBM and G.E. Plastics. He currently works with businesses to help them cope with cultural differences at home and abroad. Elizabeth K. Briody, founded Cultural Keys LLC was formerly the President of the National Association for the Practice of Anthropology. She is the co-author of *Partnering for Organizational Performance* with Robert T. Trotter, II (2008, Rowman and Littlefield).

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.

College Book....You need it to pass... Because you have to do homework..However, Fair Price

Yes, it did.

No problem. I enjoyed the book

I ordered this for a class at ECU. I can't say I loved reading it, but it served it's purpose.

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.

Good book for anthropology. Well written, easy to read, and very thoughtful

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