Cross Cultural Communication The Essential Guide To International Business

The Handbook of Intercultural Discourse and Communication brings together internationally-renowned scholars from a range of fields to survey the theoretical perspectives and applied work, including example analyses, in this burgeoning area of linguistics. Features contributions from established researchers in sociolinguistics and intercultural discourse Explores the theoretical perspectives underlying work in the field Examines the history of the field, work in cross-cultural communication, and features of discourse Establishes the scope of this interdisciplinary field of study Includes coverage on individual linguistic features, such as indirectness and politeness, as well as sample analyses of IDC exchanges

Cross-cultural CommunicationThe Essential Guide to International BusinessKogan Page Publishers

Today, students are more familiar with other cultures than ever before because of the media, Internet, local diversity, and their own travels abroad. Using a social constructionist framework, Inter/Cultural Communication provides today's students with a rich understanding of how culture and communication affect and effect each other. Weaving multiple approaches together to provide a comprehensive understanding of and appreciation for the diversity of cultural and intercultural communication, this text helps students become more aware of their own identities and how powerful their identities can be in facilitating change—both in their own lives and in the lives of others.

With the new realities of global interconnectedness comes a greater awareness of cultural diversity from place to place. Besides differences in food and fashion, we face significant contrasts of cultural orientation and patterns of thinking. As we travel across cultures, what should we expect? How do we deal with culture shock? And can we truly connect with those we meet? Experienced cross-cultural specialist Duane Elmer provides a compass for navigating through different cultures. He shows us how to avoid pitfalls and cultural faux pas, as well as how to make the most of opportunities to build cross-cultural relationships. Filled with real-life illustrations and practical exercises, this guide offers the tools needed to reduce apprehension, communicate effectively, and establish genuine trust and acceptance. Above all, Elmer demonstrates how we can avoid being cultural imperialists and instead become authentic ambassadors for Christ. Whether you are embarking on a short-term mission trip or traveling for business or pleasure, this book is both an ideal preparation and a handy companion for your journey.

Where numbers of different cultural groups come together, misunderstandings and tensions can arise, even where there is the greatest goodwill on both sides. Sometimes even those involved are unable to explain why. In this book the authors set out to explore the situations and contexts in which cross cultural misunderstandings can occur. Talking Past Each Other was first published in 1978 and has been read widely and reprinted regularly.

Now called Cross-Cultural Management to more clearly reflect the content, the Second Edition has been refined to build on the strength of the earlier edition for a stronger emphasis on understanding of the most current research on culture in organizational settings. The text examines cross-cultural management issues from a psychological or behavioural perspective. It focuses on the interactions of people from different cultures in organizational settings and helps the reader gain an understanding of the effect of culture that can be applied to a wide variety of cross-cultural interactions in various organizational contexts.

Offers simple guidelines for improving multi-cultural interpersonal skills and becoming proactive in your communications with members of other cultures to build strong, productive relationships in person, on the phone and by email in your professional dealings.

This book has the chapters from the Handbook of International and Intercultural Communication, Second Edition relating to the structure and growth of cross-cultural and intercultural communication. With an expanded forward by William Gudykunst it is an invaluable resource for students and lecturers of communications studies

An international business expert helps you understand and navigate cultural differences in this insightful and practical guide, perfect for both your work and personal life. Americans precede anything negative with three nice comments; French, Dutch, Israelis, and Germans get straight to the point; Latin Americans and Asians are steeped in hierarchy; Scandinavians think the best boss is just one of the crowd. It's no surprise that when they try and talk to each other, chaos breaks out. In The Culture Map, INSEAD professor Erin Meyer is your guide through this subtle, sometimes treacherous terrain in which people from starkly different backgrounds are expected to work harmoniously together. She provides a field-tested model for decoding how cultural differences impact international business, and combines a smart analytical framework with practical, actionable advice.

Intercultural Discourse and Communication: The Essential Readings is a collection of articles that discuss major theoretical approaches, case studies of cultural and sub-cultural contact from around the globe, issues of identity in 'bicultural' individuals, and the 'real world' implications of intercultural contact and conflict. Collects articles that describe and analyze discourse and communication in several channels, including spoken, written, and signed. Considers various group organizations such as culture/subculture, gender, race/ethnicity, social class, age, and region. Includes brief introductions to each section by the editors that explain main concepts. Contains discussion questions that enhance the book's value for courses.

""This book is not to be saved for the plane, read it well beforehand and take time to digest it."" -- John Clark, Gillette International

The five steps to successful selling, negotiating, and managing multi-culturally Say Anything to Anyone, Anywhere gives readers five simple key guidelines to create rapport and organize strategies for success across different cultures. This book teaches to be proactive, not reactive, in your cross-cultural communications and shows how to use simple rapport tools to create trust with the cultures you work with or travel to. Learn how to organize productive interactions in person, on the phone, and by email. Discover interpersonal communication skills and virtual strategies that build strong relationships. Offers quick, accessible examples and clear guidelines about how to create an understanding between cultures Gives tips and strategies on how to communicate without offending Author Gayle Cotton is a Emmy Award Winner and a distinguished, highly sought after speaker, corporate trainer, and executive coach. This step-by-step guide to cross-cultural business will help you build strong relationships and manage successfully, no matter the cultural differences.

"I wrote this book because I believe that there is a serious gap in what has been written and communicated about cross-cultural management and what people actually struggle with on the ground."—From the Introduction What does it mean to be a global worker and a true "citizen of the world" today? It goes beyond merely acknowledging cultural differences. In reality, it means you are able to adapt your behavior to conform to new cultural contexts without losing your authentic self in the process. Not only is this difficult, it's a frightening prospect for most people and something completely outside their comfort zone. But managing and

communicating with people from other cultures is an essential skill today. Most of us collaborate with teams across borders and cultures on a regular basis, whether we spend our time in the office or out on the road. What's needed now is a critical new skill, something author Andy Molinsky calls global dexterity. In this book Molinsky offers the tools needed to simultaneously adapt behavior to new cultural contexts while staying authentic and grounded in your own natural style. Based on more than a decade of research, teaching, and consulting with managers and executives around the world, this book reveals an approach to adapting while feeling comfortable—an essential skill that enables you to switch behaviors and overcome the emotional and psychological challenges of doing so. From identifying and overcoming challenges to integrating what you learn into your everyday environment, Molinsky provides a guidebook—and mentoring—to raise your confidence and your profile. Practical, engaging, and refreshing, Global Dexterity will help you reach across cultures—and succeed in today's global business environment.

Thrive in the multicultural communities where you work and live People, money, and information are flowing faster than ever across international borders, putting us all just one step away from a culture crash—that moment when you unintentionally confuse, frustrate, or offend someone from another culture. Are you struggling with trying to learn the customs, nuances, and hot buttons of every culture you might come into contact with? Michael Landers guides you toward a better solution: becoming aware of your own cultural "baggage." You'll learn to sidestep the knee-jerk reactions that can get you into trouble and develop the agility to adjust your behaviors and expectations as needed. Through a mix of entertaining and instructive stories, valuable insights, and eye-opening self-assessments, Culture Crossing offers an essential primer for improving all your interactions with people from any background.

This book contributes to the current knowledge and research on conflict and cross-cultural dialogue, emphasizing how respect, tolerance and dialogue may be quite effective tools for bridging the diverse cultures and, consequently, for solving many of the conflicts of today's world, characterized by a dynamic interchange of populations with very diverse cultural and ethnic backgrounds. For this purpose, we rely on reputed scholars from ten different countries, and from different cultures and fields of expertise, which allows for diverse contributions from a valuable interdisciplinary perspective. The first section of the book deals with the correlation between cultural differences and conflict, while also showing how such conflicts can be prevented and, should they arise, managed and solved. The second section addresses a different, more specific issue: how cultural expression means and tools for cultural communication may lead to conflict whereas they may help to avoid it as well. Finally, the third section analyzes how legal and justice systems deal with cross-cultural conflicts as well as with situations which may lead to cross-cultural conflicts, thus assessing to which extent such systems contribute to avoid and/or solve such kind of conflicts.

Introducing Language and Intercultural Communication is a lively and accessible introduction for undergraduates who are new to the study of intercultural communication, with a particular emphasis on the language dimension. Incorporating real-life examples from around the world and drawing on current research, this text argues against cultural stereotyping and instead provides students with a skill-building framework to enhance understanding of the complexities of language and intercultural communication in diverse international settings. Readers will learn to become more attuned to power relations and the ways in which sociopolitical forces can influence language choice/attitudes and the intercultural communication process. Features new to this edition include: Revised in-text discussion questions and the introduction of multiple exercises and examples that aim to engage students and provide a more interactive experience; New material that takes account of key social, cultural, and political events such as the refugee crisis, Brexit and the rise of populism in many parts of the world Updated theoretical constructs that reflect recent trends in this area of study such as criticality in intercultural communication An updated Companion Website featuring suggested readings, links to media resources and real-world intercultural scenarios for students, as well as additional in-depth instructor resources featuring test materials, PowerPoints, key terms, extended chapter outlines, and sample assignments and syllabi Refreshed references and glossary to enhance understanding of key terms and concepts. This is the essential text for undergraduate students who are new to the field of intercultural communication.

'Intercultural Communication' introduces the key theories of intercultural communication and explores ways in which people communicate within and across social groups.

Managers with strong skills in interpersonal communication, writing, listening, speaking, and cross-cultural communication are essential to the success of every organization and business. This book offers guidelines for success. -- Back cover.

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

Essentials of Organizational Behavior: An Evidence-Based Approach equips students with the theory, research, and skills they need to be effective leaders and managers in today's organizations. Author Terri A. Scandura utilizes a toolkit of real-life case

studies, assessments, and exercises to teach students how organizational behavior can improve performance at every level in the workplace. With an emphasis on developing critical thinking skills and applying research to real scenarios, this book is a must-have resource for any student looking to enter the professional workforce.

Communicating Globally: Intercultural Communication and International Business uniquely integrates the theory and skills of intercultural communication with the practices of multinational organizations and international business. Authors Wallace V. Schmidt, Roger N. Conaway, Susan S. Easton, and William J. Wardrope provide students with a cultural general awareness of diverse world views, valuable insights on understanding and overcoming cultural differences, and a clear path to international business success.

Become more culturally competent in an increasingly diverse world Recent years have seen dramatic changes to several institutions worldwide. Our increasingly interconnected, digitized, and globalized world presents immense opportunities and unique challenges. Modern businesses and schools interact with individuals and organizations from a diverse range of cultural and national backgrounds—increasing the likelihood for miscommunication, errors in strategy, and unintended consequences in the process. This has also spilled into our daily lives and the way we consume information today. Understanding how to navigate these and other pitfalls requires adaptability, nuanced cross-cultural communication, and effective conflict resolution. Use Your Difference to Make a Difference provides readers with a skills-based, actionable plan that transforms differences into agents of inclusiveness, connection, and mutual understanding. This innovative and timely guide illustrates how to leverage differences to move beyond unconscious biases, manage a culturally-diverse workplace, create an environment for more tolerant schooling environments, more trusted media, communicate across borders, find and retain diverse talent, and bridge the gap between working locally and expanding globally. Expert guidance on a comprehensive range of topics—teamwork, leadership styles, information sharing, delegation, supervision, giving and receiving feedback, coaching and motivation, recruiting, managing suppliers and customers, and more—helps you manage the essential aspects of international relationships and cultural awareness. This valuable resource contains the indispensable knowledge required to: Develop self-awareness needed to be a cross-cultural communicator Develop content, messaging techniques, marketing plans, and business strategies that translate across cultural borders Help your employees to better understand and collaborate with clients and colleagues from different backgrounds Help teachers build safe environments for students to be themselves Strengthen cross-cultural competencies in yourself, your team, and your entire organization Understand the cultural, economic, and political factors surrounding our world Use Your Difference to Make a Difference is a must-have resource for any educator, parent, leader, manager, or team member of an organization that interacts with co-workers and customers from diverse cultural backgrounds.

Books on intercultural communication are rarely written with an intercultural readership in mind. In contrast, this multinational team of authors has put together an introduction to communicating across cultures that uses examples and case studies from around the world. The book further covers essential new topics, including international conflict, social networking, migration, and the effects technology and mass media play in the globalization of communication. Written to be accessible for international students too, this text situates communication theory in a truly global perspective. Each chapter brings to life the links between theory and practice and between the global and the local, introducing key theories and their practical applications. Along the way, you will be supported with first-rate learning resources, including: • theory corners with concise, boxed-out digests of key theoretical concepts • case illustrations putting the main points of each chapter into context • learning objectives, discussion questions, key terms and further reading framing each chapter and stimulating further discussion • a companion website containing resources for instructors, including multiple choice questions, presentation slides, exercises and activities, and teaching notes. This book will not merely guide you to success in your studies, but will teach you to become a more critical consumer of information and understand the influence of your own culture on how you view yourself and others.

"Storti's cultural observations about India are spot on." - Ranjini Manian, CEO, Global Adjustments and author of Doing Business in India for Dummies Westerners and Indians are working more closely together and in greater numbers than ever before. The opportunities are vast, but so is the cultural divide. Misunderstandings and frustration due to cultural differences wreak havoc on success. In this revised edition of Speaking of India, author and intercultural communications expert Craig Storti attempts to ease the frustration, and bring cultural understanding in business and life. With a new foreword by Ranjini Manian, author of Doing Business in India for Dummies, the book also features new content on managing remotely, and the results of a five-year cultural survey. With more than a dozen years of experience working between the two cultures, Storti has identified key cultural flashpoints and the result is a powerful series of Best Practices, which is the basis of Speaking of India.

Packed with current research and examples, bestselling COMMUNICATION BETWEEN CULTURES, 9E equips readers with a deep understanding and appreciation of different cultures while helping them develop practical communication skills. Part I introduces the study of communication and culture; Part II focuses on the ability of culture to shape and modify our view of reality; Part III puts the theory of intercultural communication into practice; and Part IV converts knowledge into action. This is the only text to consistently emphasize religion and history as key variables in intercultural communication. Compelling examples help readers examine their own assumptions, perceptions, and cultural biases--so they can understand the subtle and profound ways culture affects communication. The ninth edition offers expanded discussions of the impact of globalization, a new chapter on intercultural communication competence, and more coverage of new technology. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Missionaries, while being prepared in the Bible, often receive little training in understanding the world in which we live and some experience great hardship out in the field as a result. The purpose of this book is to enable cross-cultural missionaries to be more adequately prepared for the task of intelligent communication. The author sets forth the major areas which are important in training the missionary to communicate with other cultures.

This book outlines the particulars of cross-cultural management and is a guidebook for international managers. The book not only discusses the general aspects of how cultures can differ, it also shows which effects these differences can haveon business processes and business success.

For those who wish to learn or teach the tools of skillful communication, this book provides concrete insight into what makes a person a successful communicator and guides readers in ways to improve their own communication skills and those of others. Predicated on four simple notions – that communication can be done well or poorly, that communication skills matter, that people differ in those skills, and that those skills can be improved – the book helps readers identify and enhance their own communication strengths and address weaknesses, assess the communication skills of others, and coach others to improvement. Written in an accessible style, chapter highlights include an engaging review of the research on the practical implications of communication skills in our professional and personal lives. The nature of

communication skill and issues in skill assessment are examined. Particular attention is given to understanding sources of communication-skill deficits and the design of effective communication-skill training programs. A final chapter examines the roles of technology, cross-cultural interaction, and aging as they relate to communication skill. This book is written for students and professionals in fields such as human resources, sales, training, counseling, customer relations, education, health-care, and the ministry, with application for courses in professional communication, applied communication, and communication skills at the undergraduate, advanced professional degree, and continuing education levels.

This Book Provides A Global Perspective To The Cross-Cultural Communication. Besides Presenting Conceptual Analysis, It Discusses At Length The Cultural Pluralism, Multi-Religious Communication, Religion And Politics, Socio-Economic Inter-Dependence, Cross-Currents In Philosophy, Art And Literature, And Human Values.

Competence in communicating across cultures is a prerequisite for success in today's fast-changing global community. In Intercultural Communication, Patel, Li and Sooknanan draw on their deep intercultural experience to show us how to build successful communication bridges across diverse cultures. The book explores various theoretical positions on global communication ethics and norms by providing an overview of the contemporary socio-cultural situation and seeking ways in which common ground may be found between these different positions. The authors raise points of critical reflection on intercultural events and issues in various areas of communication including health, work, environment and education. The book also covers a range of issues, from the interactions of various cultures to the expansion of social organizations and the growing global infrastructure. By integrating 'glocal' perspectives in intercultural communication, the book addresses the long-term strategy of developing a global community without sacrificing indigenous local values.

Featuring several all-new chapters, revisions, and updates, the Second Edition of A Cultural Approach to Interpersonal Communication presents an interdisciplinary collection of key readings that explore how interpersonal communication is socially and culturally mediated. Includes key readings from the fields of cultural and linguistic anthropology, sociolinguistics, and communication studies Features new chapters that focus on digital media Offers new introductory chapters and an expanded toolkit of concepts that students may draw on to link culture, communication, and community Expands the Ethnographer's Toolkit to include an introduction to basic concepts followed by a range of ethnographic case studies

With so much business happening on a global scale, cross-cultural communication is more important than ever before. Communication is always a challenge, and when diverse cultures interact, good communication can be even more challenging. For example, after a major U.S. corporation introduced a new breakfast cereal in Sweden, the company was horrified to discover that the cereal's name translates roughly as "burned peasant" in Swedish.Imagine the embarrassment, not to mention the loss of revenues that probably ensued. And while this example seems amusing after the fact, cross-cultural miscommunications aren't always benign.For instance, a large airline manufacturer developed its newest plane model to be flown by two pilots, with both pilots helping and correcting each other.But what do you suppose happens when the pilots are from a culture in which a subordinate is inhibited by custom from correcting a superior? At least one airline company has had several close calls as a direct result of this "design flaw" - which is ultimately a communication lapse.Now, you may not be involved in public safety or an industry in which communication errors can cause horrendous mishaps. But you'll likely soon be working with people from different cultures, if you aren't already. You need to learn how to handle cultural differences and maximize your communication opportunities.And this book will help you do just that. You'll learn about important cultural differences that will help you adapt your communication style to be more effective. In the first topic, you'll learn about the importance of achieving a proper mind-set for cross-cultural communication. In the second topic, you'll study aspects of cultures that affect how people communicate across cultural boundaries. In the third topic, you'll learn about a model of cultural dimensions that will help you enhance your communication abilities.First topic - In this topic, you'll learn about why cross-cultural communication is so important. You'll also learn why it's beneficial for you to learn how to improve your ability to communicate across cultural boundaries. Then you'll learn about some guidelines for achieving the mind-set that's essential for effective communication.Second topic - In the second topic, you'll learn about a pioneer who studied and classified important cultural differences. Edward T. Hall was an anthropologist who made early discoveries of factors that differ among cultures. He is known for having identified what he called low-context and high-context factors.Hall determined that people from low-context cultures communicate explicitly, with words. People from high-context cultures use contextual elements such as shared assumptions, knowledge, and body language to understand each other and communicate.Third topic - In the third topic, you'll learn about some dimensions common to every culture that affect how people communicate. The cultural model created by Geert Hofstede identifies dimensions of culture - power distance, individualism, masculinity, uncertainty avoidance, and long-term orientation. These dimensions influence how groups, societies, and cultures think about the world and respond to events.At its conclusion, this topic also presents some important guidelines for communicating effectively based on Hofstede's dimensions.After you've finished this book, you'll be much more aware of the differences among cultures. And you'll have a good sense of how you need to approach others from different cultures in order to maximize your communication opportunities with them.But before you begin the book, there is one important disclaimer you should be aware of. The factors and dimensions that Hall and Hofstede identified are often applied to groups and cultures, but not every member of a group behaves the same way. Indeed, groups that operate within societies and cultures often behave differently than the culture itself.

Virtually every human endeavor involves interpersonal communication. Leading Christian scholar and media commentator Quentin Schultze and respected professor of communication Diane Badzinski offer a solid Christian perspective on the topic, helping readers communicate with faith, skill, and virtue in their interpersonal relationships. Designed as a companion to Schultze's successful An Essential Guide to Public Speaking, this inviting book provides biblical wisdom on critical areas of interpersonal communication: gratitude, listening, self-assessment, forgiveness, trust, encouragement, peace, and fidelity. Given the rapid rise and widespread use of social media, the book also integrates intriguing insights from the latest research on the influence of social media on interpersonal relationships. It includes engaging stories and numerous sidebars featuring practical lists, definitions, illustrations, and biblical insights.

A brief, professional, reader-friendly guide for improving professional cross-cultural communication skills. Help readers communicate across cultures with Guide to Cross-Cultural Communication, a handy reference containing information on negotiations, business writing, and speaking with those from diverse cultural backgrounds. This text also includes business-related examples throughout. The second edition has been updated to cater the advances in technology and today's millennial generation. Accessible and lively introduction to the management of cross-cultural communication for undergraduate and postgraduate business students. Drawing on the latest research and incorporating the author's own extensive experience of working in different cultural settings, it addresses the core theory and practice. An essential course companion.

Built using the hands-on and pioneering Missouri Method, this textbook prepares readers to write about and communicate with people of different backgrounds, offering real-world examples of how to practice excellent journalism and strategic communication that takes culture into account. No matter the communication purpose, this book will help readers engage with difference and the concept of fault lines, and to identify and mitigate bias. It provides guidance on communicating the complexity inherent in issues such as crime, immigration, and sports, and understanding census data gathering methods and terms to craft stories or strategic

campaigns. Above all, the book encourages readers to reconsider assumptions about race, class, gender, identity, sexual orientation, immigration status, religion, disability, and age, and recognize communicators' responsibilities in shaping national discussions. This new edition addresses the ever-changing political and social climate, differentiates excellent journalism from punditry, and shows the business value of understanding diverse perspectives. A fantastic introduction to this complex but important field, this book is perfect for students, teachers, and early career communicators. The combintion of a hands-on approach and pull-out boxes with the diverse voices curated by editors María Len-Ríos and Earnest Perry make this an ideal text for the classroom and beyond.

In the fully updated Seventh Edition of Intercultural Communication: A Contextual Approach, bestselling author James W. Neuliep provides a clear contextual model (visually depicted by a series of concentric circles) for examining communication within cultural, microcultural, environmental, sociorelational, and perceptual contexts. Students are first introduced to the broadest context—the cultural component of the model—and progress chapter by chapter through the model to the most specific dimensions of communication. Each chapter focuses on one context and explores the combination of factors within that context, including setting, situation, and circumstances. Highlighting values, ethnicity, physical geography, and attitudes, the book examines means of interaction, including body language, eye contact, and exchange of words, as well as the stages of relationships, cross-cultural management, intercultural conflict, and culture shock.

Cross-Cultural Management: Essential Concepts, Fourth Edition introduces readers to the fundamentals of cross-cultural management by exploring the influence of culture on interpersonal interactions in organizational settings and examining the ever-increasing number of cross-cultural management challenges that global managers face in today's workplace. Instead of taking a country specific approach, authors David C. Thomas and Mark F. Peterson offer a predominantly psychological perspective—focusing on the interactions of people from different cultures in organizational settings. This approach shows readers the effects culture has on a wide variety of cross-cultural interactions across organizational contexts.

With the development of instantaneous global communication, it is vital to communicate effectively across cultural boundaries. This addition to the acclaimed Encountering Mission series is designed to offer contemporary intercultural communication insights to mission students and practitioners. Authored by leading missionary scholars with significant intercultural experience, the book explores the cultural values that show up in intercultural communication and examines how we can communicate effectively in a new cultural setting. Features such as case studies, tables, figures, and sidebars are included, making the book useful for classrooms.

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