

Introducing Intercultural Communication Global Cultures And Contexts By Liu Shuang Volcic Zala Gallois Cindy 2010 Paperback

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Introducing Intercultural Communication Global Cultures and Contexts

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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.

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This video features an interview with Professor Cees Hamelink, who discusses the impact of global

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communication on our society. It will help you to achieve the learning objective of recognizing intercultural communication as an integral part of life in a global community. Watch the video to see how Professor Hamelink describes intercultural communication and misconceptions of communication.

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Introduction. Intercultural Communication in Global Business presents foundational concepts for communicating between cultures and a framework for understanding any culture, including your own. Understanding and applying the concepts presented here will help you to enhance your intercultural competence, critical to success as a global project manager in our borderless world.

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