

<<跨文化交际读本>>

图书基本信息

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## <<跨文化交际读本>>

### 内容概要

经济全球化使跨文化交际问题日益凸显，并成为21世纪人文科学研究的热门课题之一。

近年来，各国学者对此已经进行了广泛深入的研究，并有所建树。

由萨莫瓦和波特汇编的《跨文化交际读本》（第十版）即集中体现了该领域研究的最新成果。

本书共收集40余篇文章，对各国文化特点进行了精辟的分析，并以各自独特的视角阐述了交际与文化、语言与文化之间的关系，文化对非语言交际的影响，以及跨文化交际的伦理道德等问题，提出了不少颇具挑战性的问题。

《跨文化交际读本》（第十版）为我们勾画了跨文化交际研究的清晰轮廓。

它可以：帮助研究人员拓宽视野，提供可资借鉴的资料，以便作更进一步的思考和研究；帮助广大读者深刻理解跨文化交际问题，学习与不同文化背景人士交际的技巧。

无论你是谁，都将从中获益匪浅。

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