

<<跨文化商务交流>>

图书基本信息

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内容概要

This book offers a comprehensive introduction to the subject of Cross-Cultural Business Communication (CCBC) from the viewpoint of China and the Chinese. It looks at the nature of culture, examines some different cultures, asks what is unique and challenging about "crossing" from one culture to another, looks closely at the concept of communication, including formal and informal communication, presentation, conversation, non-verbal skills. Problems commonly arising in cross-cultural business communication include- misunderstandings, mistakes, misinterpretations, mistranslations, misinformation, and misperceptions -- what I call the "Five Bad M's" Learning cross-cultural business communication experientially should be the preferred option for students. It is the way to improve individual skills and increase real-world communication effectiveness with foreigners through trial and error learning by them, and of personal feedback from the teacher.

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作者简介

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书籍目录

INTRODUCTION
SESSION 1 Beginning to Talk about Communication
SESSION 2 The Search for CI -- Cultural Intelligence
SESSION 3 Know Culture through the W Curve of Adaptation
SESSION 4 Key Elements of Business Communication
SESSION 5 Meeting Management and Skills
SESSION 6 The Development of Cross-Cultural Business Relationships
SESSION 7 Commercial Diplomacy
SESSION 8 Manners and Etiquette
SESSION 9 Building Trust in Cross-Cultural Business Relationships
SESSION 10 The 5 Bad M's of Cross-Cultural Communication
SESSION 11 Mid-Term Exam
SESSION 12 Introduction to Cross-Cultural Communication Training
SESSION 13 Designing CCBC Training Courses
SESSION 14 Designing One-day Training Programs
SESSION 15 Training Design Demonstrations
SESSION 16 Final Course Activities
BIBLIOGRAPHY

<<跨文化商务交流>>

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