

Crossing Cultures

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As a result of increasing organizational interculturalism, the challenge of communicating across cultures is one that teachers face on a daily basis. But how do we help ourselves when preparing for intercultural challenges? And what are the best methods of acquiring the skills required to be effective international managers? "Crossing Cultures "offers teachers and trainers a unique set of proven methods for developing the skills required by both students and practitioners when striving to be effective members and managers in cross-cultural situations. Comprehensively structured to provide a framework for teaching, every chapter features its own teaching module embedded in robust discussion of its theoretical source, as well as a working definition and specific directions for practice. The 'master teachers' who offer these modules highlight the potential difficulties, typical dialogues and the variations required for different audiences, while approaching the fundamentals of culture from multifarious disciplines, including anthropology, sociology, management, psychology and strategy. First and foremost a book for teachers, "Crossing Cultures" is also a book for their students, bringing together the best authors in the field to illustrate what understanding and action is required to successfully cross cultures. Publisher: Routledge
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