



Communicating Globally: Intercultural Communication and International Business

Wallace V. Schmidt, Roger N. Conaway, Susan S. Easton, William J. Wardrope

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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.



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