



The Cultural Dimension of Global Business

By Gary Ferraro, Elizabeth K. Briody

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The Cultural Dimension of Global Business By Gary Ferraro, Elizabeth K. Briody

Demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of global business.

The Cultural Dimension of Global Business provides a foundation for understanding the impact of culture on global business and global business on culture.

Learning Goals

Upon completing this book readers will be able to:

- Understand the interaction between global business and culture
- Discuss comparative values and cultural differences
- Recognize the importance of understanding nonverbal communication patterns prevalent in the international business arena
- Be familiar with three functional processes critical to success in conducting global business: negotiating, partnering, and managing
- Identify strategies for coping with culture shock

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