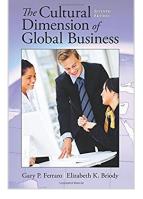
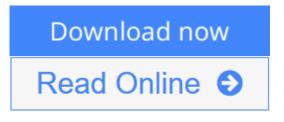
### The Cultural Dimension of Global Business



By Gary Ferraro, Elizabeth K. Briody



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

- Sales Rank: #108897 in Books
- Published on: 2012-07-30
- Released on: 2012-07-30
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 8.90" h x .50" w x 6.00" l, .70 pounds
- Binding: Paperback
- 304 pages

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