

Cross-Cultural Business Communication

By Sven Rosenhauer

Grin Verlag Jan 2009, 2009. Taschenbuch. Book Condition: Neu. 211x149x17 mm. This item is printed on demand - Print on Demand Titel. - Diploma Thesis from the year 2007 in the subject Business economics - Didactics, Economic Pedagogy, grade: 1,0, Berlin School of Economics, 96 entries in the bibliography, language: English, abstract: The purpose of the present thesis is to examine if and to which extent cultures converge in an international business environment and if intercultural competence has a bearing on it. Therefore, theoretical and practical insights in the subject of culture, its implicit and explicit differences, as well as its measurements will be provided. Due to the fact that communication - as a major cultural attribute - is the most obvious level on which cultural differences are recognized, insights in the topic of cross-cultural and intercultural communication will be given. A thorough discussion of the concept of culture and communication is beyond the scope of this paper, but in what follows, an adequate overview of recognized and well-known researchers theories and findings will be provided. Besides giving theoretical background knowledge, it will be examined whether the internationally defined soft skills of intercultural competence can be seen as an approach...



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