

<<商务跨文化交际>>

图书基本信息

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内容概要

《商务跨文化交际》结合文化学和国际商务的几个层面结合丰富案例进行跨文化交流基本技能的训练，涉及国际交流中的文化冲突、不同文化对谈判方式的影响等。

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