

<<跨文化商务沟通>>

图书基本信息

书名：<<跨文化商务沟通>>

13位ISBN编号：9787561137796

10位ISBN编号：7561137796

出版时间：2010-9

出版时间：大连理工大

作者：王春阳

页数：357

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<跨文化商务沟通>>

内容概要

为了便于课堂讲授,《跨文化商务沟通(第2版)》的篇目章节安排维持第一版的设置不变。内容上增加了国际上著名跨文化管理理论的最新学术研究成果,并对不同国别经济的内容和数据进行了更新;修订后在每章“学习目的”后都增加了开篇案例,这样不仅在内容结构上做到开篇、文中及章后大量案例相互配合,而且可以使读者能更好地将理论联系实际,培养多层次、多角度、多元化思考问题的思维习惯,有利于边学习、边分析、边研究。全书由王春阳、鲍平平、周江任主编。

<<跨文化商务沟通>>

书籍目录

Chapter 1 Cultural Differences and Intercultural Communication

Globalization and Intercultural Business Communication

Understanding Culture

Characteristics of Culture

The Things Culture Does

Dimensions of Culture

Concepts about Cultural Differences and Intercultural

Communication

Communication

Principles of Communication

The Relationship of Communication and Culture

Communication Barriers and Cultural Iceberg

Potential Problems in Intercultural Communication

Communication Competence

Chapter 2 Universal Systems

Economic Systems

Political Systems

Educational Systems

Marriage, Family and Kinship Systems

Social Hierarchies and Interaction

Chapter 3 Cultural Values and Business Cultures

Cultural Values

Attitudes

Belief and Religion

Attribution, Perception and Communication

Diverse Cultural Patterns

Chapter 4 Cultural Shock

Cultural Shock

Short Visit Culture Shock

The Most Common Stages of Cultural Shock

Alleviating Cultural Shock" (For Person)

Alleviating Cultural Shock (For Company)

Chapter 5 Verbal Communication

The Relationship between Language and Culture

Thought

Language Diversity

Vocabulary Equivalence

Translation Problems

Host Language

High-Context and Low-Context Language

Linear and Nonlinear Language

Parables and Proverbs

Slang and Other Informal Language

Conversation Taboos

Chapter 6 Nonverbal Communication

<<跨文化商务沟通>>

The Importance of Nonverbal Communication

The Relationship Between Verbal and Nonverbal Communication

Paralanguage/Metacommunication

Facial Expression

Eye Contact (Oculesics)

Gestures

Posture and Stance

Proxemics

Haptics

Chromatics

Chronemics

Olfactics

Silence

Chapter 7 Written Communication Patterns

International English

Guidelines for Written Communication

Writing Skills

Writing Tone and Style

Parts of Business Letters

Letter Formats

Resume and Job-Search Information

Facsimiles (Faxes)

Electronic Mail (E-Mail)

Chapter 8 Global Etiquette, Business and Social Customs

Making Appointments, Greeting, Invitation Customs

Business Card Exchange Customs

Gift Giving Customs

Bribery

Appearance and Dress

Verbal Expression Customs

Electronic Communication Etiquette

Office Customs

Holiday Greetings and Customs

Air Travel Etiquette

Dining and Tipping Practices

Humor, Superstitions and Taboos

Chapter 9 International Negotiation Process and Strategies

Cross-Cultural Negotiation Considerations

Variables Affecting Intercultural Negotiations

Intercultural Negotiation Models

Defining the Process

Strategies

Intercultural Negotiation Guidelines

Stereotypes that Affect Intercultural Negotiations

Chapter 10 Intercultural Management

Corporate Culture

Corporate Culture and Intercultural Communication

<<跨文化商务沟通>>

The Multinational Corporation. Communication and Management
Implications of Cultural Aspects of Business Structures for
Communication

The Multinational Business Context
Cultural Conflicts in the Workforce
Conflict Managing
The Cross-Cultural Team

Chapter 11 Marketing Across Cultures

What is Marketing Across Cultures
Marketing and Communication Breakdown
The Cultural Environment
The Global Consumers
Product's Adaptation and Culture
Language, Design and Brand Name
Advertising
Basic Steps To Global Marketing
International Website Marketing

Chapter 12 Intercultural Business Behavior

United States of America

Japan

Germany

South Korea

Russia

United Kingdom

France

Australia

Saudi Arabia

References

<<跨文化商务沟通>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>