

<<跨文化商务交流>>

图书基本信息

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作者：马士

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内容概要

This book offers a comprehensive introduction to the subject of Cross-Cultural Business Communication (CCBC) from the viewpoint of China and the Chinese. It looks at the nature of culture, examines some different cultures, asks what is unique and challenging about "crossing" from one culture to another, looks closely at the concept of communication, including formal and informal communication, presentation, conversation, non-verbal skills. Problems commonly arising in cross-cultural business communication include- misunderstandings, mistakes, misinterpretations, mistranslations, misinformation, and misperceptions -- what I call the "Five Bad M's" Learning cross-cultural business communication experientially should be the preferred option for students. It is the way to improve individual skills and increase real-world communication effectiveness with foreigners through trial and error learning by them, and of personal feedback from the teacher.

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作者简介

作者：(澳)马士

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