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FOREIGN NEGOTIATIONS, CROSS-CULTURAL SENSITIVITY AND LANGUAGE BARRIERS



Foreign Negotiations, Cross-Cultural Sensitivity and Language Barriers

LAMBERT

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | This book explores and highlights the effects of cultures and foreign languages when negotiating with foreign partners. The paper evaluates crosscultural influences, linguistic issues, communications and behavioural aspects within an international business context. Simultaneously, it focuses on the importance of knowledge about the practices, ethics and culture of the foreign negotiators as an important factor of positive influence in international trading negotiations. The book covers typical cultural issues such as: differences in..

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- Authored by Tejada Vidal, Leonardo Henrique
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