



Cultural Environment of International Business

By Vern Terpstra, Kenneth David

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This book provides comprehensive coverage of international business relationships, and goes further to explain how deeply these relationships are affected by cultural differences, such as religious beliefs, values, education, social strata and politics. The third edition reflects recent changes in the global business environment. Real-world examples show how major corporations have dealt successfully with cultural differences, and provide readers with guidelines for understanding and managing relationships between organizations from different cultures.

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