



Module 4: Intercultural Communication for Business (Managerial Communication)

By James S. O'Rourke, Elizabeth A. Tuleja

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INTERCULTURAL COMMUNICATION FOR BUSINESS, Second Edition, examines the basis for culture, reviewing the work of social scientists, cultural anthropologists, and global managers on this emerging topic. Definitions of culture, issues of cultural change, and how cultures adapt are included, along with practical examples, case studies, and illustrations of how cultural issues are managed both domestically and internationally. Throughout the text, emphasis is placed on understanding eight dimensions of culture: context, identity, learning, environment, change, time, authority, and achievement. The text begins by providing a foundation for understanding cultural perceptions and stereotypes, and then focuses on understanding frames of reference; language codes, symbols, and context; and verbal and non-verbal communication. Next, it highlights issues of cultural identity regarding individual and collective identity, and examines the effects of culture on power and authority. Finally, it provides practical applications for intercultural communication.

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