



Intercultural Business Communication (Vocational Business English majors planning materials)

By WANG YAN

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 285 Publisher: Wuhan Institute of Pub. Date :2011-04-01 version 1. Wang Yan. chief editor of the cross-cultural business communication based on cross-cultural business management activities of a typical work process. detailed by the typical case. the Cross-cultural business activities involved in the key areas and tasks for the innovative layout and presentation. Cross-Cultural Business Communication mainly consists of the following five modules: General. cross-cultural marketing. cross-cultural business negotiations. cross-cultural business communication. conflict management. cross-cultural team management and construction business. Cross-Cultural Business Communication Business English for vocational education and international business professionals to use. but also economic and trade classes for students and professionals interested in engaging in cross-cultural business activities for people of reference. Contents: Chapter II remarks section of culture and cultural and linguistic content of the third quarter language. culture and the fourth cross-cultural communication cross-cultural communication cross-cultural business communication with the chapter name brand merchandise. name translation and cultural acceptance of Section II Brand name products brand name in English translation and cultural acceptance of Chapter III Section exhibition exhibition planning and cultural transmission planning...



[READ ONLINE](#)
[4.09 MB]

Reviews

Very beneficial for all type of individuals. I have got study and so i am certain that i am going to going to read through once again once again later on. I am just happy to let you know that this is basically the greatest publication i have study during my own daily life and could be he finest pdf for ever.

-- Prof. Nelson Farrell MD

Comprehensive guide for ebook lovers. It is writter in simple words and phrases and never confusing. You are going to like how the writer create this pdf.

-- Dr. Cullen Schmitt MD