Intercultural Business Communication 2011 320 Pages

This book provides deep insights into intercultural collaboration among business partners, employees, managers, and entrepreneurs in Chinese-African professional interactions. It presents cultural and theoretical knowledge on Chinese and African management, leadership, and philosophy. Chinese and African scholars and professionals share their insights into how to manage intercultural challenges and successfully. The case studies provide insights into a wide variety of industries and offer actual scenarios in governmental, parastatal, and private Chinese-owned organizations in twelve African countries. This book will benefit a broad readership including scholars in employment relations and business management as well as African and Chinese collaborators in academia, government, NGOs and industry.

This volume presents in-depth studies on leading themes in education policy and intercultural communication in contemporary Asia, covering empirical as well as theoretical approaches, and offering both an in-depth investigation of their implications and a synthesis of areas where these topics cohere and point to advances in description, analysis and theory, policy and applications. The studies address key questions that are essential to the future of education in an Asia where intercultural communication is ever more important with the rise of the ASEAN Economic Community and other international initiatives. These questions include the properties of the increasing globalization of communication and how it plays out in Asia, especially but not exclusively with reference to English, and how we can place intercultural communication in this context, as well as studies that highlight the role of language and particular the bilingualism phenomenon, whereas the other cluster themes, which adopt the perspectives of academics and those of CC practitioners, span from cross-cultural, profession-wide and bilingual communication issues to applications of heuristic knowledge within industry-specific workplace contexts.

The Discourse of Tourism and National Heritage: A Contrasting Study from a Cultural Perspective presents an in-depth research study in the field of online tourism promotion. It focuses on the national online promotion of UNESCO World Heritage Sites, on two different types of websites – institutional and commercial – from three countries, Romania, Spain and Great Britain. The book analyses the way in which each country combines various modes to create a virtual brochure with a promotional message from both institutional and commercial positions. In doing this, it studies the organization of the websites and their webpages, as well as the lexicogrammatical and visual features of their promotional messages. The theoretical framework is based on Systemic Functional Linguistics (Halliday 1985, 1994; Kress and van Leeuwen 1996, 2006; Kress and van Leeuwen 2004). The results are compared in relation to the types of websites and to the countries in which they were produced. These are further interpreted from a cultural perspective, showing that the findings can be accounted for by cultural variability, in particular the dimension of context (Hall 1976, 1990, 2000).

In Citizenship and Advocacy in Technical Communication, teachers, researchers, and practitioners will find a variety of theoretical frameworks, empirical studies, and teaching approaches to advocacy and citizenship. Specifically, the collection is organized around three main themes or sections: citizenship and advocacy, public relations and community engagement, and advocacy and citizenship in the workplace. Each section contains chapters that address different aspects of citizenship, advocacy, and public relations.

In Intercultural Communication Information Models and Knowledge Bases, the editors provide an overview of the intercultural communication field, focusing on the development and application of information models and knowledge bases. The book covers topics such as communication theories, cultural diversity, and cross-cultural communication strategies.

In The China Business Model, the editors explore the challenges and opportunities of doing business in China. The book is divided into three parts: the business environment, business culture, and business strategy. The first part discusses the political, economic, and social context of doing business in China, while the second part focuses on the cultural and social aspects of doing business in China. The third part provides practical advice on how to build successful business relationships in China.

In Language and Intercultural Communication in the New Era: Role of Language and Corporate Communication in Greater China, the editors present a comprehensive overview of the role of language and corporate communication in Greater China. The book covers topics such as corporate communication strategies, language policies, and cultural differences in communication.

In Business Interaction Intercultural Communication Between Speakers of Spanish Communicating for Results: A Guide for Business and the Professions, the editors provide practical advice on how to communicate effectively in intercultural business interactions. The book covers topics such as communication strategies, language barriers, and cultural differences in business interactions.

In Multimedia Business Discourse: Business Interaction Intercultural Communication, the editors explore the role of multimedia in business interactions and how it affects intercultural communication. The book covers topics such as the use of multimedia in business interactions, cultural differences in multimedia communication, and strategies for effective multimedia communication.

In The Routledge Companion to Cross-Cultural Management Intercultural Communication for Everyday Life: Chinese Organizations in Sub-Saharan Africa, the editors provide an overview of the challenges and opportunities of doing business in China. The book covers topics such as cultural diversity, business culture, and business strategy.

In Global Leadership, the editors present a comprehensive overview of leadership in the global context. The book covers topics such as leadership styles, leadership theory, and leadership in diverse cultural contexts.

In Message Design Towards Intercultural Communication Congruence in Sino-African Contexts, the editors explore the role of message design in intercultural communication. The book covers topics such as message design strategies, cultural differences in message design, and effective message design in diverse cultural contexts.

In Mediated Business Interactions Intercultural Communication Between Speakers of Spanish, the editors present a comprehensive overview of intercultural communication in mediated business interactions. The book covers topics such as communication in mediated environments, cultural differences in mediated communication, and strategies for effective mediated communication.

In Communicating for Results Intercultural Communication Between Speakers of Spanish Communicating for Results: A Guide for Business and the Professions, the editors provide practical advice on how to communicate effectively in intercultural business interactions. The book covers topics such as communication strategies, language barriers, and cultural differences in business interactions.

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In Speech Acts and Intercultural Communication: The Role of Language in the Construction of Social Reality, the editors present a comprehensive overview of the role of language in intercultural communication. The book covers topics such as speech acts, cultural differences in speech acts, and strategies for effective speech acts in diverse cultural contexts.

In The Discourse of Tourism and National Heritage: A Contrasting Study from a Cultural Perspective, the editors provide an in-depth analysis of the discourse of tourism and national heritage in contemporary Asia. The book covers topics such as tourism discourse, cultural discourses, and the role of language in discourse.

In Intercultural Communication in Asia: Education, Language and Values, the editors present a comprehensive overview of intercultural communication in Asia. The book covers topics such as education in Asia, language and values, and strategies for effective intercultural communication in Asia.

In The Handbook of Communication in Cross-Cultural Perspectives Global View on Intercultural Management Communication Beyond Boundaries: Intercultural Communication Global Message Design Towards Intercultural Communication Congruence in Sino-African Contexts, the editors provide a comprehensive overview of intercultural communication in a global context. The book covers topics such as communication in a global context, cultural differences in communication, and strategies for effective communication in diverse cultural contexts.

In The Importance of the Proficiency of Intercultural Awareness & Business Communication for those who want to "BE GLOBAL" The Handbook of Communication in Cross-Cultural Perspectives Global View on Intercultural Management Communication Beyond Boundaries: Intercultural Communication Global Message Design Towards Intercultural Communication Congruence in Sino-African Contexts, the editors provide a comprehensive overview of intercultural communication in a global context. The book covers topics such as communication in a global context, cultural differences in communication, and strategies for effective communication in diverse cultural contexts.
The book explores how and why language matters in intercultural business communication. It examines border-crossing and cultural styles of communication in China and the rest of the world. Offering a cross-country examination and comparison of the cultural styles of communication, the book shows how the language is understood around the world, examine specific cultural traditions in the study of communication, and thus inform readers about the range of ways communication is understood around the world. Some of the communication practices explored include complaining, hate speech, irreverence, respect, and the mobile phone. The focus of the handbook, however, is dual in that it brings into view communication as an academic discipline to be used to explicate cross-culturally situated practices. By attending to communication in these ways, as a discipline and a specific practice, the handbook is focused on, and will be an authoritative resource for understanding communication in cross-cultural perspective. Designed at the nexus of various intellectual traditions such as the ethnography of communication, linguistic ethnography, and cultural approaches to discourse, this handbook employs, then, a general approach which, when used, understands communication in its particular cultural scenes and communities.

And, what role does intercultural communication play in the construction of these practices? Does the language seen as a cultural tool reflect a different orientation towards such activities? What strategies do telephone agents and Gestion intercultural. This book is a pioneer in showing the benefits and profits. The present volume introduces readers to a wide variety of linguistic studies of business communication, ranging from traditional LSP approaches to contemporary discourse-based work, and from the micro-level of lexical choice to macro-level questions of language policy and culture.

This handbook brings together 26 ethnographic research reports from around the world about communication. The studies explore 13 languages from 17 countries across 6 continents. Together, the studies examine, through cultural analyses, communication practices in cross-cultural perspective. In doing so, and as a global community of scholars, the studies explore the diversity in ways communication is understood around the world, examine specific cultural traditions in the study of communication, and thus inform readers about the range of ways communication is understood around the world. Some of the communication practices explored include complaining, hate speech, irreverence, respect, and the mobile phone. The focus of the handbook, however, is dual in that it brings into view communication as an academic discipline to be used to explicate cross-culturally situated practices. By attending to communication in these ways, as a discipline and a specific practice, the handbook is focused on, and will be an authoritative resource for understanding communication in cross-cultural perspective. Designed at the nexus of various intellectual traditions such as the ethnography of communication, linguistic ethnography, and cultural approaches to discourse, this handbook employs, then, a general approach which, when used, understands communication in its particular cultural scenes and communities.

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globalization. It is becoming more and more evident that companies need to plan ahead and anticipate coming developments if they are to be successful in the future. Today, it is crucial to establish a solid competitive position in the global arena. There is no doubt that a company that is open to innovation and shaped by global thinking, plays a key role in this context. A culture in which representatives of different countries and cultures can come together, anticipating and understanding the cultural challenges, creates the foundation of any international business. A global view on intercultural management will be the key to successfully doing business in diverse cultural environments.

Trade between China and Africa is increasing year on year, while the West increasingly debates the nature and implications of China’s presence. Yet little research exists at the organizational and community levels. While western press reporting is overwhelmingly negative, African governments mostly welcome the Chinese presence. But what happens at the management level? How are Chinese organizations run? What are they bringing to communities? What is their impact on the local job market? How are they working with local firms? This book seeks to provide a theoretical framework for understanding Chinese organizations and management in Africa and to explore how their interventions are playing out at the organizational and community levels in sub-Saharan Africa. Based on rigorous empirical research exploring emerging themes in specific African countries, this book develops implications for management, organization and training provision, and policy formulation. Importantly it seeks to inform future scholarship on China’s management impact in the world generally, on Africa’s future development, and on international and cross-cultural management scholarship. Primarily aimed at scholars of international management, with an interest in China and/or in China in Africa, this important book will also be of great interest to those working in the area of development studies, international politics, and international relations.

Intercultural communication competence is an indispensable ability for people to interact appropriately and effectively across nations and regions in the globalized world. Competent intercultural communication enables people to reach mutual understanding as well as reciprocal relationships. In recent decades, considerable progress has been made in the research of intercultural communication competence. However, due to its complexity, many problems remain unanswered and need to be addressed. This book seeks to conceptualize intercultural communication competence from diverse perspectives, explore its re-conceptualization in globalization, and investigate its development in cultural contexts and interaction scenarios. A group of leading international scholars in different academic disciplines join to map out a comprehensive picture, providing an in-depth and up-to-date work on intercultural communication competence. The book adopts an interdisciplinary approach and enhances readers’ understanding of the concept of intercultural communication competence. It is a useful source for educators, researchers, students and professionals.

The Journal of International Students (JIS), an academic, interdisciplinary, and peer-reviewed publication (Print ISSN 2162-3104 & Online ISSN 2166-3750), publishes narrative, theoretical, and empirically-based research articles, student and faculty reflections, study abroad experiences, and book reviews relevant to international students and their cross-cultural experiences and understanding in international education.

Information modelling and knowledge bases have become ever more essential in recent years because of the need to handle and process the vast amounts of data which now form part of everyday life. The machine to machine communication of the Internet of Things (IoT), in particular, can generate unexpectedly large amounts of raw data. This book presents the proceedings of the 27th International Conference on Information Modelling and Knowledge Bases (IC2017), held in Krabi, Thailand, in June 2017. The conference originally began in 1982 as a co-operative initiative between Japan and Finland, but have since become a world-wide conference bringing together researchers and practitioners in information modelling and knowledge bases for the exchange of scientific results and achievements. Of the 42 papers submitted, 29 were selected for publication here, and these cover a wide range of information-modelling topics, including the theory of concepts, semantic computing, data mining, context-based information retrieval, ontological technology, image databases, temporal and spatial databases, document data management, software engineering, cross-cultural computing, environmental analysis, social networks, and WWW information. The book will be of interest to all those whose work involves dealing with large amounts of data.

The clash of cultures, coupled with rapid technological advances, seems to be pushing us in paradoxical directions. On the one hand, the world seems to be falling apart; while on the other, the world seems to be converging. Do we have thoughtful leaders to guide us through these uncertain times? As globalization breaks down barriers, global leaders are becoming more visible players on the world stage. From executives of multinational corporations (e.g., high-tech entrepreneur Mark Zuckerberg in Silicon Valley) to social activists (e.g., Malala Yousafzai), individuals from different cultural backgrounds and ages are reshaping the way we see global leadership. These global leaders have to contend with a variety of transnational contexts that call for different leadership styles. This book assesses four of these styles – transactional, participatory, transformational, and directive – with representative case studies for each. It provides practical skills that global leaders must master in order to be more effective at the transnational level – cultivating a global mindset; developing intercultural communication; leveraging diversity and inclusion; and managing intercultural conflict. Global Leadership is valuable reading for educators in undergraduate and graduate leadership programs; practitioners involved in global for-profit and nonprofit organizations; and leadership educators interested in exploring the impact of technology on global leadership. It provides an excellent balance between the study and practice of global leadership.

This eye-opening reader explores how communication values and styles can be similar or different for members of various cultures and communities. INTERCULTURAL COMMUNICATION: A READER focuses on practical strategies you can use to communicate more effectively in a variety of contexts, including interpersonal, rhetoric, group, business, education, health care, and organizational. This broad-based, highly engaging reader, compiled by the authors who defined the field, is the one book that represents the full scope of the field – dozens of authors from around the world present up-to-date research on topics such as culture, language, cognition, and communication. This collection of articles offers new insights and critical evaluations of, intercultural communication theory and research. A wide range of disciplines discuss, for example, methodological concerns; Chinese exceptionalism; micro and macro level interactions; ways to teach and study perceptions and self-awareness; and also provide new constructions for understanding communication and culture and their relationship.

Competence in communicating across cultures is a prerequisite for success in today's fast-changing global community. In Intercultural Communication, Patel, Li and Sooknanan draw on their deep intercultural experience to show us how to build successful communication bridges across diverse cultures. The book explores various theoretical positions on global communication ethics and norms by providing an overview of the contemporary socio-cultural situation and seeking ways in which common ground may be found between these different positions. The authors raise points of critical reflection on
intercultural events and issues in various areas of communication including health, work, environment and education. The book also covers a range of issues, from the interactions of various cultures to the expansion of social organizations and the growing global infrastructure. By integrating 'glocal' perspectives in intercultural communication, the book addresses the long-term strategy of developing a global community without sacrificing indigenous local values.

The population of English language learners has substantially grown over the years. As such, it is increasingly important to properly educate culturally diverse students in such a manner that promotes inclusion and global acceptance. Intercultural Responsiveness in the Second Language Learning Classroom is an essential reference source for the latest research on the importance of multicultural professional development for the progression of educating a diverse student population. Featuring expansive coverage across a broad range of topics such as cultural bias, self-identity, and language programs, this publication is ideally designed for academicians, researchers, and students seeking current research on methods to solve the cultural incongruence between student and teacher.

The Routledge Handbook of English as a Lingua Franca (ELF) provides an accessible, authoritative and comprehensive introduction to the main theories, concepts, contexts and applications of this rapidly developing field of study. Including 29 chapters from leading international scholars, the handbook covers key concepts, regional spread, linguistic features and communication processes, domains and functions, ELF in academia, ELF and pedagogy and future trends. This handbook is key reading for all those engaged in the study and research of English as a lingua franca and worldwide Englishes more broadly, within English language, applied linguistics, and education.

This book provides an introduction to the theory and practice of intercultural business communication. It offers surveys of some key cultural dimensions as well as case studies.

This handy book on intercultural communication is ideal for the busy executive, frequent international business traveler, expatriate, and student of international business communication. It offers insights into the finer nuances of intercultural communication and assists in decision making, problem solving, and adjusting to other cultures. Lucid and practical in its approach, this book is replete with numerous examples that illustrate business beyond boundaries.

The main objective of this textbook is to show cultural aspects and their influence of conducting business internationally. The authors aimed at providing information which can be useful in the process of making business decisions by taking into consideration the existing cultural diversification. This is why the theoretical discourse is accompanied by numerous examples, bringing to the book a practical dimension. The book is addressed to a wide circle of readers – those interested in the phenomena occurring in the world economy and the dimensions of contemporary culture, as well as students of international business relations. It may also interest entrepreneurs, both those already present in international markets, and those who are at the planning stage of such future activities.

This book provides a timely and comprehensive snapshot of the current digital communication practices of today's organisations and workplaces, covering a wide spectrum of communication technologies, such as email, instant messaging, message boards, Twitter, corporate blogs, consumer reviews and mobile communication technologies.

This second edition reviews the field of business discourse, centering on the investigation of business language and communication as practice. It combines research-based discussions with innovative practical applications and promotes debate and enquiry on a range of competing issues, emerging from business discourse research and teaching practice.

Studies of intercultural communication in applied linguistics initially focused on miscommunication, mainly between native and non-native speakers of English. The advent of the twenty-first century has witnessed, however, a revolution in the contexts and contents of intercultural communication; technological advances such as chat rooms, email, personal weblogs, Facebook, Twitter, mobile text messaging on the one hand, and the accelerated pace of people's international mobility on the other have given a new meaning to the term 'intercultural communication'. Given the remarkable growth in the prevalence of intercultural communication among people from many cultural backgrounds, and across many contexts and channels, conceptual divides such as 'native/non-native' are now almost irrelevant. This has caused the power attached to English and native speaker-like English to lose much of its automatic domination. Such developments have provided new opportunities, as well as challenges, for the study of intercultural communication and its increasingly complex nature.

This book showcases recent studies in the field in a multitude of contexts to enable a collective effort towards advancements in the area.

The desire to impact positive changes in individuals and society motivates many students, practitioners, and researchers of health communication. This one of a kind text offers guidance on how to design effective health communication messages. This book shows how to build theory-based messages and how to address the diverse characteristics of audiences. While integrating theories from public health and social marketing, this book clearly explains core health communication principles and processes for designing effective messages for health communication interventions and campaigns.

Written by a leading international negotiation expert, Sustainable Negotiation introduces a completely new perspective on international negotiation, providing practical, field-tested examples, and guiding students to implement new negotiation techniques that deliver results in a diverse and global world.

A collection of essays covering cultural identity, understanding diversity, co-cultures in the United States, and how to improve your intercultural communication skills.

Written for students studying intercultural communication for the first time, this textbook gives a thorough introduction to inter- and cross-cultural concepts with a focus on practical application and social action. Provides a thorough introduction to inter- and cross-cultural concepts for beginning students with a focus on practical application.
Germany and the Netherlands maintain close relationships. Over the last few decades their relations have constantly intensified, resulting in today's close cooperation, consultations and interrelations in a variety of fields. However, despite their close ties and geographic proximity there are cultural differences between the two countries that lead to disturbances in cross-border cooperation. These cultural differences manifest in behavior, perceptions and attitudes and can lead to irritations, problems and even conflicts in German-Dutch interaction. This book provides an analysis of cultural characteristics that play a role in German-Dutch interaction as well as their relevance and conflict potential. 

With an entanglement of different methods both the rather concrete and visible manifestations and the general, rather superordinate and underlying aspects of culture are analyzed, providing the readers with a comprehensive understanding of their neighboring culture and enabling them to avoid irritations and conflicts when dealing with Dutch or Germans.


Introducing Intercultural Communication uses examples and case studies from around the world to situate communication theory in a truly global perspective. Covering the essentials from international conflict to migration and social networking, this book shows students how to master the skills and concepts at work in how we communicate and understand each other across cultural boundaries. Each chapter brings to life the links between theory and practice, and between the global and local, showing you how to understand the influence of your culture on how you view yourself and others. In this book: Theory boxes show you how to use key ideas in work contexts. Case studies from European, Chinese, Australian and American contexts give you a truly global perspective. Critical questions help you to challenge yourself. A full chapter gives practical tips on how to become an effective intercultural communicator. Annotated lists of further reading and free access to online SAGE journal articles assist you in your research. A companion website (https://study.sagepub.com/liu2e) provides you with exercise questions, as well as extended reading lists. This book will guide you to success in your studies and will teach you to become a more critical consumer of information.

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