



International Business Negotiations, 2nd.Edition (International Business & Management)

By Pervez N. Ghauri

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Review

...This book is an informal collection of essays on the theme of intercultural business communication. It will be helpful both for students and researchers in the field. For instructors in this discipline this book is a treasure trove of helpful and factual information. ...This book is a useful and helpful reference book for anyone interested in the complexity of international business negotiations... This book is the first offering basic information about negotiating in different cultures by completing it with necessary information concerning the theoretical aspects of intercultural communication. In this new science Pervez Ghauri and Jean-Claude Usunier's book is a resume of the actual level of knowledge. --Management International Review Manfred Niedermeyer, University of Jena, Germany

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