



Cross Cultural Guide: How to do Business in China, Russia, Spain and Columbia (German Edition)

Hakime Isik

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Inhaltlich unveränderte Neuauflage. This book highlights what every company must know to successfully enter and compete in the world's fast-growing economy. Welcome to The Cross Cultural Guide on How to do Business in China, Russia, Spain and Columbia. These countries are rich in culture and this book is created to look specifically at cultural dimensions and assist companies with the cross-cultural aspects of doing business in such countries. As the culture varies from region to region this guide uses a holistic approach. The author addresses how each country's culture is different from other cultures and demonstrates different situations to consider before doing business in these countries. This guide is an adventure divided into six major sections including cultural dimensions, communication cross culturally, negotiation cross culturally, team work, selection of expatriates, and business ethics for each country. Recommendations are made within each section. Everything is spelt out step-by-step in succinct, at-a-glance fashion. This book will help multinational corporations and the managers who work in them understand the implications of each countries business culture and develop strategies for effectively competing in this environment. If you are a businessperson who'd like to do business with the Chinese/Russian/ Spanish/Columbian successfully - this book should be at the top of your "must read" list.

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