



Cultural Dimension of Global Business

Gary Ferraro, Elizabeth K. Brody

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Demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of global business.

The Cultural Dimension of Global Business provides a foundation for understanding the impact of culture on global business and global business on culture.

Learning Goals

Upon completing this book readers will be able to:

- Understand the interaction between global business and culture
- Discuss comparative values and cultural differences
- Recognize the importance of understanding nonverbal communication patterns prevalent in the international business arena
- Be familiar with three functional processes critical to success in conducting global business: negotiating, partnering, and managing
- Identify strategies for coping with culture shock

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