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INTERCULTURAL COMMUNICATION. A LITERATURE REVIEW



GRIN Publishing Feb 2016, 2016. Taschenbuch. Condition: Neu. Neuware - Research Paper (postgraduate) from the year 2010 in the subject Business economics - Business Management, Corporate Governance, grade: 2,0, European School of Business Reutlingen (Business Administration), course: Lecture, language: English, abstract: Intercultural communication is becoming more and more essential in a globalized world. A couple of years ago, only international managers or diplomats needed to think about intercultural communication and its challenges. Today, this has changed and ordinary people from...

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