

<<跨文化商务沟通>>

图书基本信息

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## <<跨文化商务沟通>>

### 内容概要

为了便于课堂讲授,《跨文化商务沟通(第2版)》的篇目章节安排维持第一版的设置不变。内容上增加了国际上著名跨文化管理理论的最新学术研究成果,并对不同国别经济的内容和数据进行了更新;修订后在每章“学习目的”后都增加了开篇案例,这样不仅在内容结构上做到开篇、文中及章后大量案例相互配合,而且可以使读者能更好地将理论联系实际,培养多层次、多角度、多元化思考问题的思维习惯,有利于边学习、边分析、边研究。全书由王春阳、鲍平平、周江任主编。

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South Korea

Russia

United Kingdom

France

Australia

Saudi Arabia

References

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