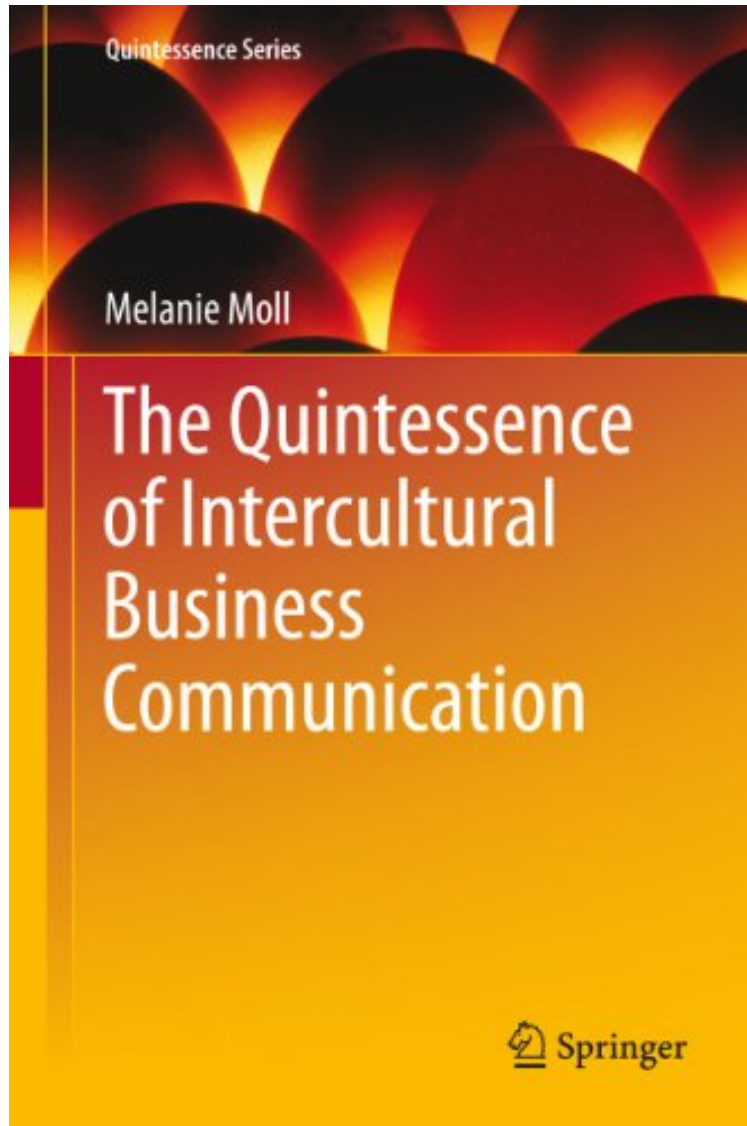


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The Quintessence of Intercultural Business Communication (Quintessence Series)

Melanie Moll

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Melanie Moll : The Quintessence of Intercultural Business Communication (Quintessence Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Quintessence of Intercultural Business Communication (Quintessence Series):

Successful business communication is more than simply speaking your clientsquo;s language. At the heart of all

effective communication lies a fundamental understanding of human behavior. The natural result of globalization is a level of behaviors that we all share and expect. However, underneath this level are many other influencing factors. We tend to view the situation around us according to our own expectations which are often shaped by our cultural backgrounds. What happens, though, when our cultures are so different that the expectations collide? This book combines theory and practice in a way that helps you as a busy intercultural manager understand what others are communicating to you and those around you. We take apart real examples of intercultural business interaction and show you how deeply embedded cultural norms are found within a simple conversation. Then we offer you important tools and principles that you can use to improve your own intercultural business communication. After reading this book, you should have a good understanding of the basic culture types, and be able to identify most cultures based on the principles described here. Additionally, you will know which social issues, attitudes, and values appear even in the most rational business negotiation. Most importantly, your cultural awareness will help you build successful and lasting relationships with your clients across regional and global boundaries.

From the Back Cover Successful business communication is more than simply speaking your clients' language. At the heart of all effective communication lies a fundamental understanding of human behavior. The natural result of globalization is a level of behaviors that we all share and expect. However, underneath this level are many other influencing factors. We tend to view the situation around us according to our own expectations which are often shaped by our cultural backgrounds. What happens, though, when our cultures are so different that the expectations collide? This book combines theory and practice in a way that helps you as a busy intercultural manager understand what others are communicating to you and those around you. We take apart real examples of intercultural business interaction and show you how deeply embedded cultural norms are found within a simple conversation. Then we offer you important tools and principles that you can use to improve your own intercultural business communication. After reading this book, you should have a good understanding of the basic culture types, and be able to identify most cultures based on the principles described here. Additionally, you will know which social issues, attitudes, and values appear even in the most rational business negotiation. Most importantly, your cultural awareness will help you build successful and lasting relationships with your clients across regional and global boundaries.

About the Author Melanie Moll is an intercultural communication coach and consultant. She teaches intercultural studies at several distance-learning universities in Europe and the United States. In 2000, Moll earned a Ph.D. from the University of South Carolina, and her research specializes in multinational business meetings. Furthermore, she has worked extensively with various international firms, such as BMW and Roland Berger Consulting in both designing and teaching communication seminars for the global business professional. She has authored or contributed to articles in both scholarly and professional journals, and has written a series of training handbooks for the Euro-FH University of Applied Studies in Hamburg, Germany. Currently she lives with her husband and three children in St. Gallen, Switzerland.