



International Business A Basic Guide for Women

By Tracey Wilen

Xlibris Corp. Hardcover. Condition: New. 192 pages. Dimensions: 8.8in. x 6.2in. x 0.8in. As we enter the new millennium, the growing importance of international trade and commerce has created the greatest demand ever for business people who are sophisticated in global management and skilled at working with people from other countries. Cross-cultural researchers, as well as business people themselves, continually observe and try to define the cultural differences in organizations around the world in order to suggest means of bridging the cultural divides that separate business people in one culture from those in another. Today, working in foreign countries and across different cultures requires many more skills than simply having expertise in a single functional area of business, such as finance or software programming; it also requires some knowledge of the foreign culture, its protocols and business style. LACK OF PREPARATION BY FIRMS Some research studies have been conducted on the selection, successes and failures of expatriates - business people who relocate to another country for the purposes of business for their firm -- to find out what training would provide for a smoother transition. Surprisingly, a recent study of 51 American companies found that only 12 offered any cross-cultural training,...



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