
Preface

Presenting a new method for the study of communication and negotiation in international business, this text provides students with the knowledge to conduct negotiations from a geocentric framework. Author has integrated communication and international business perspectives to help readers develop a strong understanding of the elements necessary for negotiating in a global setting, as well as the skills needed to adapt to the changing environment. This geocentric orientation is an evolution of global learning resulting in effective worldwide negotiation.

Key Features:

- ☞ ***Offers a cross-disciplinary approach:*** The fields of communication and business are integrated to provide a macro-orientation to global business negotiation.
- ☞ ***Devotes a chapter to intercultural communication competency:*** Scales are included to help students assess their potential to become a successful global business negotiators.
- ☞ ***Provides students with a view of the world in negotiating with others from different cultures:*** Up-to-date information about current international business contexts gives insight into the challenges experienced by global business negotiators.
- ☞ ***Discusses alternative dispute resolution:*** Because of differences in culture and in political structure from one country to another, a chapter is devoted to this growing area of global business negotiation.
- ☞ ***Presents practitioners' perspectives:*** These perspectives illustrate the "real world" of global business negotiation and reinforce the importance of understanding cultural differences.

AUTHOR

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