



The Cultural Dimension of International Business, 6th Edition

By Gary Ferraro Professor Emeritus



The Cultural Dimension of International Business, 6th Edition By Gary Ferraro Professor Emeritus

For junior/senior level undergraduate/graduate courses in Anthropology of Business, International Business, Applied Anthropology, International Marketing, and International Management.

This is only book that demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of international business. The text takes a unique five-pronged approach to the study of the cultural environment of global business. It explores (1) such general concepts as culture, ethnocentrism, and culture change; (2) the nature of the communication process, both linguistic and nonverbal communication; (3) a typology of value contrasts that can be applied anywhere in the world to help diagnose potential breakdowns in business communication; (4) a number of ways of collecting relevant culture-specific data on any of the hundreds of different national cultures of the world; and (5) a set of valuable skills and competencies that are vital for becoming a world class business person.

 [Download The Cultural Dimension of International Business, ...pdf](#)

 [Read Online The Cultural Dimension of International Busines ...pdf](#)

The Cultural Dimension of International Business, 6th Edition

By Gary Ferraro Professor Emeritus

The Cultural Dimension of International Business, 6th Edition By Gary Ferraro Professor Emeritus

For junior/senior level undergraduate/graduate courses in Anthropology of Business, International Business, Applied Anthropology, International Marketing, and International Management.

This is only book that demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of international business. The text takes a unique five-pronged approach to the study of the cultural environment of global business. It explores (1) such general concepts as culture, ethnocentrism, and culture change; (2) the nature of the communication process, both linguistic and nonverbal communication; (3) a typology of value contrasts that can be applied anywhere in the world to help diagnose potential breakdowns in business communication; (4) a number of ways of collecting relevant culture-specific data on any of the hundreds of different national cultures of the world; and (5) a set of valuable skills and competencies that are vital for becoming a world class business person.

The Cultural Dimension of International Business, 6th Edition By Gary Ferraro Professor Emeritus

Bibliography

- Sales Rank: #1127106 in Books
- Brand: Brand: Pearson
- Published on: 2009-10-09
- Original language: English
- Number of items: 1
- Dimensions: 8.90" h x .70" w x 5.90" l, .72 pounds
- Binding: Paperback
- 240 pages



[Download The Cultural Dimension of International Business, ...pdf](#)



[Read Online The Cultural Dimension of International Busines ...pdf](#)

Download and Read Free Online The Cultural Dimension of International Business, 6th Edition By Gary Ferraro Professor Emeritus

Editorial Review

From the Publisher

This text demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of international business, and offers a conceptual framework for understanding the cultural dimension of the international business arena.

From the Back Cover

This book will help prepare future American businessmen and women to understand and cope with the cultural dimension of their professions. This book demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of international business (making it more effective and humane), and offers a conceptual framework for understanding the cultural dimension of the international business arena. It integrates the anthropological concept of culture into the issues and realities of international business. Appropriate for anyone interested in Applied Anthropology, Anthropology of Business, International Marketing and International Management.

About the Author

Gary Ferraro, Professor Emeritus of Anthropology at the University of North Carolina at Charlotte, received his BA in history from Hamilton College and his MA and PhD degrees from Syracuse University. He has been a Fulbright Scholar at the University of Swaziland in Southern Africa (1979-80) and again at Masaryk University in the Czech Republic (2003), and has served twice as a visiting professor of anthropology in the University of Pittsburgh's Semester at Sea Program, a floating university that travels around the world. He has conducted research for extended periods of time in Kenya and Swaziland and has traveled widely throughout many other parts of the world. He has served as a consultant/trainer for such organizations as USAID, the Peace Corps, the World Bank, IBM, Georgia Pacific, Duke Energy, and J.M. Huber, among others. From 1996 to 2000 Dr. Ferraro served as the Director of the Intercultural Training Institute at UNC-Charlotte, a consortium of cross cultural trainers/educators from academia and business, designed to help regional organizations cope with cultural differences at home and abroad. In 2000 he became the president of Intercultural Associates, a private firm specializing in cross cultural training, consulting, and coaching. In addition to a number of articles in professional journals, he is the author of:

- THE TWO WORLDS OF KAMAU (1978),
- THE CULTURAL DIMENSION OF INTL. BUSINESS (1990, 1994, 1998, 2002, 2006, and 2010)
- CULTURAL ANTHROPOLOGY: AN APPLIED PERSPECTIVE (1992, 1995, 1998, 2001, 2004, 2006, 2008 and 2010)
- APPLYING CULTURAL ANTHROPOLOGY: READINGS (1998)
- GLOBAL BRAINS: KNOWLEDGE AND COMPETENCIES FOR THE 21ST CENTURY (2002)
- CLASSIC READINGS IN CULTURAL ANTHROPOLOGY (2004, 2009)

Users Review

From reader reviews:

Jon Gomes:

This The Cultural Dimension of International Business, 6th Edition book is just not ordinary book, you have

it then the world is in your hands. The benefit you will get by reading this book is definitely information inside this e-book incredible fresh, you will get facts which is getting deeper a person read a lot of information you will get. That The Cultural Dimension of International Business, 6th Edition without we understand teach the one who looking at it become critical in considering and analyzing. Don't be worry The Cultural Dimension of International Business, 6th Edition can bring when you are and not make your case space or bookshelves' become full because you can have it with your lovely laptop even mobile phone. This The Cultural Dimension of International Business, 6th Edition having great arrangement in word in addition to layout, so you will not truly feel uninterested in reading.

Brian Wallace:

Spent a free time to be fun activity to perform! A lot of people spent their spare time with their family, or their friends. Usually they performing activity like watching television, likely to beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Do you wish to something different to fill your free time/ holiday? Could possibly be reading a book might be option to fill your no cost time/ holiday. The first thing that you will ask may be what kinds of publication that you should read. If you want to attempt look for book, may be the publication untitled The Cultural Dimension of International Business, 6th Edition can be very good book to read. May be it is usually best activity to you.

Richard Mendoza:

Why? Because this The Cultural Dimension of International Business, 6th Edition is an unordinary book that the inside of the publication waiting for you to snap the item but latter it will distress you with the secret the idea inside. Reading this book beside it was fantastic author who all write the book in such awesome way makes the content interior easier to understand, entertaining method but still convey the meaning thoroughly. So , it is good for you for not hesitating having this nowadays or you going to regret it. This amazing book will give you a lot of gains than the other book have such as help improving your skill and your critical thinking technique. So , still want to postpone having that book? If I were you I will go to the reserve store hurriedly.

Mary Barnett:

What is your hobby? Have you heard which question when you got scholars? We believe that that question was given by teacher for their students. Many kinds of hobby, All people has different hobby. And you know that little person similar to reading or as looking at become their hobby. You need to know that reading is very important and book as to be the point. Book is important thing to provide you knowledge, except your personal teacher or lecturer. You find good news or update concerning something by book. Amount types of books that can you take to be your object. One of them are these claims The Cultural Dimension of International Business, 6th Edition.

**Download and Read Online The Cultural Dimension of
International Business, 6th Edition By Gary Ferraro Professor
Emeritus #Z3F8O2L16Y0**

Read The Cultural Dimension of International Business, 6th Edition By Gary Ferraro Professor Emeritus for online ebook

The Cultural Dimension of International Business, 6th Edition By Gary Ferraro Professor Emeritus Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Cultural Dimension of International Business, 6th Edition By Gary Ferraro Professor Emeritus books to read online.

Online The Cultural Dimension of International Business, 6th Edition By Gary Ferraro Professor Emeritus ebook PDF download

The Cultural Dimension of International Business, 6th Edition By Gary Ferraro Professor Emeritus Doc

The Cultural Dimension of International Business, 6th Edition By Gary Ferraro Professor Emeritus MobiPocket

The Cultural Dimension of International Business, 6th Edition By Gary Ferraro Professor Emeritus EPub

Z3F8O2L16Y0: The Cultural Dimension of International Business, 6th Edition By Gary Ferraro Professor Emeritus