



The Cultural Dimension of International Business, 6th Edition

By Gary Ferraro Professor Emeritus

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

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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.

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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)
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