2nd edition

# BRIDGING THE CULTURE GAP

A PRACTICAL GUIDE TO INTERNATIONAL BUSINESS COMMUNICATION



PENNY CARTÉ AND CHRIS FOX

Canning

**Rosina Ehmann** 

Bridging the Culture Gap Penny Carté, Chris Fox, 2004 Praise and Reviews As an American who has worked in Europe for the past 3 years I find Bridging the Culture Gap to be a practical guide for communicating and influencing across cultures The authors use authentic and engaging anecdotes which will help readers to understand their own culture and other s reactions to it in the context of everyday business Gary Kuusisto Director European Learning Development The Gillette CompanyThis book gives you a practical insight into cross cultural communication in business today based in part on the Canning team's deep experience in training over 1 000 managers and specialists in a unique Franco Japanese adventure Every International professional should find food for thought in this book Francois Foix Human Resources Coordinator Renault NissanFull of real life examples and practical advice which reflects the experience and skills of its masterful but unpretentious authors Andreas Molck Ude Head of Africa and Middle East Division Munich ReCanning offers tough and intensive training but brilliant results I believe this book will do the same thing for anyone looking for success in cross cultural business Takashi Kashiwagi Head of Global Regulatory Approvals and Marketing Support Aventis JapanAs globalization gathers momentum the contact between business people from other countries is becoming more frequent The more national boundaries a company crosses the greater the scope for misunderstanding and conflict To succeed internationally it is essential to be able to break the barriers of culture language and set patterns of thinking Bridging the Culture Gap written by two of Canning's most experienced trainers is a distillation of many years work and is based on the real life business situations of their international clients You ll find out how to interpret the party linecommunicate with styleget your message acrossplay the conversation gamebe sensitive to other culturesmind your manners avoid the usual faux paswin the dealand so much more Packed with fascinating cases cultural awareness scales communication style tests and practical tips this lively guide will help anyone of any nationality to become a better communicator Whether you re planning to give a presentation to a cross cultural group or about to negotiate with an overseas client Bridging the Culture Gap will ensure that your cultural awareness antennae are well tuned Bridging the Culture Gap ,2017 Bridging the Culture Gap Canning International, Penny Carté, Chris Fox, 2008-07-03 As globalization continues to gather momentum the contact between business people from other countries is becoming more and more frequent The more national boundaries a company crosses the greater the scope for misunderstanding and conflict To succeed internationally it is essential to be able to break the barriers of culture language and set patterns of thinking The second edition of Bridging the Culture Gap written by two of Canning s most experienced trainers is a distillation of many years work and is based on the real life business situations of their international clients You ll find out how to interpret the party line communicate with style get your message across be sensitive to other cultures and ultimately win the deal This fully updated new edition also includes a new chapter on making yourself understood in English Packed with fascinating cases cultural awareness scales communication style tests and

practical tips this lively guide will help anyone of any nationality to become a better communicator Whether you re planning to give a presentation to a cross cultural group or about to negotiate with an overseas client Bridging the Culture Gap will Bridging the Culture Gap ProQuest, 2008 ensure that your cultural awareness antennae are well tuned Bridging the Culture Gap Penny Carté, Chris Fox, 2008 Based on the real life business experiences of the Equipment ,1919 authors international clients this updated book addresses such issues as cross cultural presentations overseas negotiations and communicating across language barriers Winning in the Global Market Bruce D. Keillor, 2011-11-15 Achieving success in the global marketplace is now a little easier thanks to this practical and comprehensive guide International opportunities are not limited to the Fortune 500 Winning in the Global Market A Practical Guide to International Business Success is a resource that will enable firms of all experience levels to explore the possibilities international markets hold and if they are already engaged to improve current international operations Practical and easily understood the guide synthesizes well established approaches to global business best practices and shares the most cutting edge ways of dealing with today s dynamic international business environment Readers are shown how to conduct an international SWOT analysis that can spell the difference between failure and success and are taken sequentially through issues that must be addressed to compete in the international arena Regardless of a firm's current status the book will prove invaluable in answering four critical questions which market or markets to enter or continue in when to do so what the scale or scope of entry should be and when it is appropriate to make changes Cases on Sustainable Human Resources Management in the Middle East and Asia Jones, Stephanie, Graham, Sheena, 2015-02-28 In today's diverse workforce managers and administrators are challenged with maintaining an equal and harmonious work environment Despite the efforts of companies and organizations training and maintaining employees of diverse cultural backgrounds in one setting continues to present challenges Cases on Sustainable Human Resources Management in the Middle East and Asia presents a collection of teaching cases intended to examine the experience of modern executives implementing sustainable human resources practices in diverse corporations Through highlighting practical examples of implementation in real world settings this book is an essential reference source for professionals and researchers working in the field of Human Resources Management interested in proven practices and effective strategies for managing diverse work environments especially across Asia and the Middle East Successful **Cross-Cultural Management** Parissa Haghirian, 2012-01-06 Globalization and unlimited connectedness to all places in the world give us the impression that our world is growing smaller and smaller We can get products from all over the world anytime can easily communicate with people on the other side of the planet with just a mouse click and travel almost anywhere within a day or two These developments are very inspiring and open up an array of new experiences and opportunities for us in our private lives and in international business However all these rapid changes over the past decade often lead people to believe differences between people and cultures have disappeared and that there are less cultural

barriers than in our past But the contrary is true Despite increasing connectivity and globalization cultural differences remain The more connected and international we become the more differences between cultures their views on the world values and communication styles become evident In international management these differences play an increasingly essential role International managers are supposed to succeed in an arena where rules are very different and difficult to understand but often not obvious They must show interest and openness in foreign cultures and their management practices in many cases even change their old often very successful ways to succeed This is a huge challenge Even managers who show great interest in understanding international business culture and who want to experience exotic cultures cannot do this so easily They still find it difficult to understand colleagues and business people from a different cultural background On top of this many work processes have not changed or adapted to a global environment yet and are still performed in the in the traditional way Thus misunderstandings conflicts and stress are frequently accompanying international business activities and end in lost opportunities and business failure Successful Cross Cultural Management A Guide for International Managers looks at the practical implications of doing business overseas The book explains how we all have our own cultural programs and how these programs influence our management activities It discusses which cross cultural experiences managers have how they react to stress and misunderstandings during these encounters and which strategies they can develop to successfully reach their goals It covers all aspects of cross cultural management such as cross cultural negotiations conflict and leadership and explains how to deal with culture shock and which training methods to choose when preparing employees for an international assignment Mini case studies and cross cultural incidents present vivid examples of the international workplace and its cultural challenges Finally the book gives recommendations for international managers on how to prepare themselves for a cross cultural management future Successful Cross Cultural Management A Guide for International Managersis a book for managers who work overseas or frequently deal with international business partners students of international business who want to get insights into cross cultural business activities and their cultural challenges and also for people who would like to strengthen and improve their cross cultural relationships and friendships *Understanding* the Global Market Bruce D. Keillor, 2013-02-07 This is an invaluable applied how to guide to understanding the unique characteristics of the international business environment that provides critical information to all managers considering entering an overseas market The global marketplace is a reality yet there are virtually no books dedicated to understanding the international business environment The accessible practitioner oriented information in this book provides businesspeople with the tools necessary to accurately analyze the complex global environment and the perspective to be successful in international markets A resource for business managers as well as for college level business students the book covers all major areas of the international business environment including the cultural aspects of international commerce environments as well as economic political and competitive challenges Additionally the author explains how a business entity can impact

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