



Managing Cross-Cultural Communication: Principles and Practice

By Barry Maude

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An accessible and lively introduction to the management of cross-cultural communication for undergraduate and graduate business students. Drawing on the latest research and incorporating the author's own extensive experience of working in different cultural settings, it addresses the core theory and practice. An essential course companion.

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Review

'This is a well-researched, comprehensive and perceptive review of key issues in cross-cultural management. Engagingly written from a qualitative perspective while still taking in the major quantitative scholars, this book is a useful discussion of the origins and consequences of cross-cultural differences. I would recommend this book to any student of cross-cultural management, or any lecturer looking for a good textbook for an international human resource management course.' - Dr. Fiona Moore, Royal Holloway, University of London, UK 'Maude has produced a well-written, helpfully organized and practical guide to the multiple challenges of managing cross-cultural communication that skilfully makes the reader aware of the key ideas and issues which need to be grasped in order to function effectively in the modern business environment. His book represents a fresh and engaging approach to its subject and as such deserves to be one of the first ports of call for any student of international business who wishes to come to grips with the cross-cultural dimension of business.' - Professor David Head, Dean of the Faculty of Business and Law, University of Lincoln, UK 'This is the type of book I wish I had when I was beginning my work as a trainer and consultant. This is an exceptionally well-researched and comprehensive review of all you need to know about intercultural communication. And done in a serious and readable manner.' - Patrick Schmidt, Dialogin

About the Author

BARRY MAUDE is formerly a Senior Lecturer at the University of Staffordshire, UK. He is now a management consultant and has carried out assignments in more than 40 countries in Europe, Asia, Africa and the Midldle East.

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