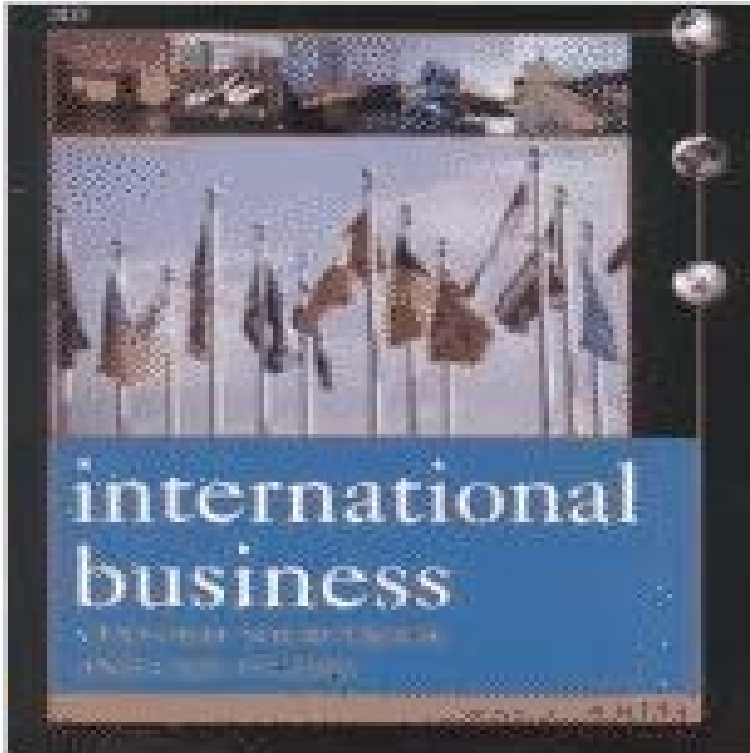


International Business: Cultural Sourcebook and Case Studies



This sourcebook enables students to develop the international perspective that is requisite in business today. This book is a collection of original case studies and exercises that teach how to work effectively and comfortably with individuals who may not share the same belief systems, values, or communication styles. The material covers many of the potential problem areas that confront international managers and domestic managers working with different ethnic groups. These include human resource issues, financial and economic situations that cause stress, and consumer behavior in new and unfamiliar environments. This book emphasizes some of the issues and concerns students need to be aware of when dealing with other cultures, and the importance of studying in-depth the culture, history, politics, and geography of an area.

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