



Chinese Management and Communication Principles - Intercultural Competence as Prerequisite for Business Success

By Linda Nguyen

GRIN Verlag GmbH, Germany, 2011. Paperback. Book Condition: New. 214 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Seminar paper from the year 2010 in the subject Communications - Intercultural Communication, grade: 2,0, University of applied sciences, Marl, language: English, abstract: 1. Introduction 1.1. Problem Globalization is an ongoing process by which regional economies have become integrated through a global network of communication and trade, which simultaneously induces globalization of culture. In an attempt to explain culture more clearly, the Iceberg Model of Culture can be used since culture is often compared to an iceberg which has both visible (on the surface) and invisible (below the surface) parts. Visible elements of culture - the percepta - can be seen, such as food, clothing or laws. Those elements which are not as obvious -the concepta - such as norms, values or beliefs are represented by the much larger portion of the iceberg underwater. In a course of increasing cross-cultural business encounters, the question arises whether it is necessary to be acquainted with both the visible and the greater invisible part of the culture concerned - i.e. to possess intercultural competence - in order to gain international...



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