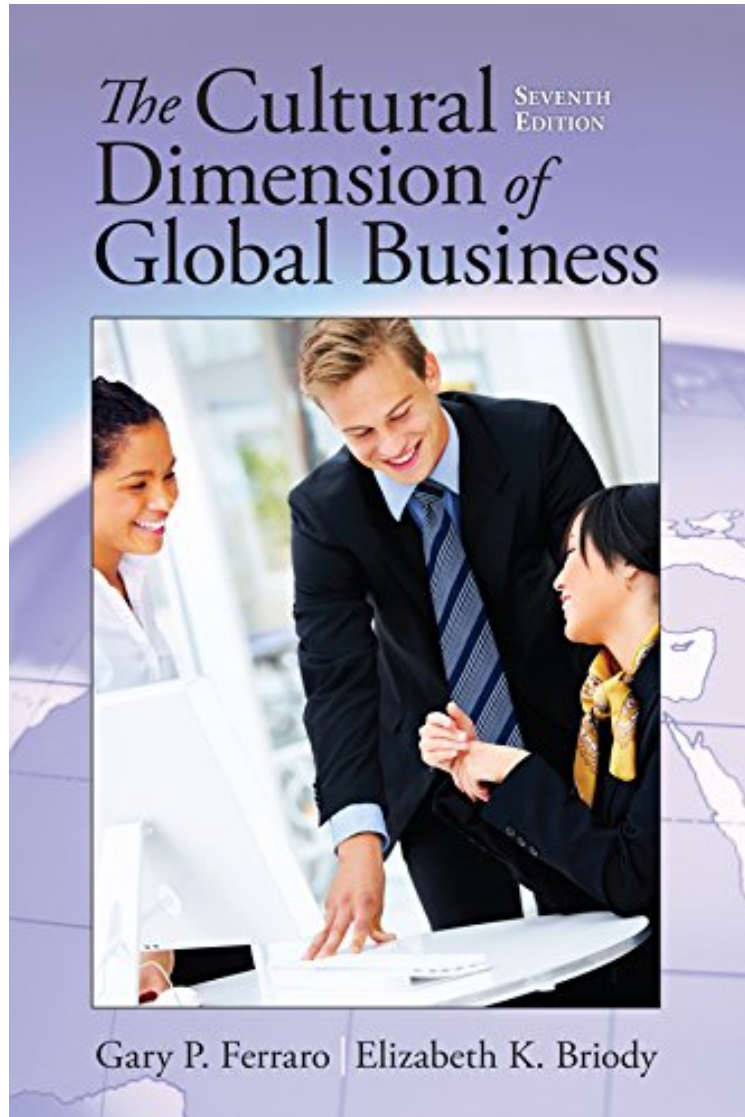


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Demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of global business. The Cultural Dimension of Global Business provides a foundation for understanding the impact of culture on global business and global business on culture. Learning Goals Upon completing this book readers will be able to: Understand the interaction between global business and culture Discuss comparative values and cultural differences Recognize the importance of understanding nonverbal communication patterns prevalent in the international business arena Be familiar with three functional processes critical to success in conducting global business: negotiating, partnering, and managing Identify strategies for coping with culture shock

About the Author Gary Ferraro is an applied anthropologist who conducted research for extended periods of time in Kenya and Swaziland. He has served as a consultant/cross-cultural trainer for large organizations (USAID, the Peace Corps, the World Bank) and large international corporations such as IBM and G.E. Plastics. He currently works with businesses to help them cope with cultural differences at home and abroad. Elizabeth K. Briody, founded Cultural Keys LLC was formerly the President of the National Association for the Practice of Anthropology. She is the co-author of Partnering for Organizational Performance with Robert T. Trotter, II (2008, Rowman and Littlefield). nbsp; nbsp;