



Communicating Globally: Intercultural Communication and International Business

By Wallace V. Schmidt, Roger N. Conaway, Susan S. Easton, William J. Wardrope

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- Sales Rank: #1055040 in Books
- Published on: 2007-02-13
- Original language: English
- Number of items: 1
- Dimensions: 8.94" h x .70" w x 6.05" l, .98 pounds
- Binding: Paperback
- 336 pages

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Review

"College-level libraries strong in business and global communications won't want to miss *Communicating Globally: Intercultural Communication and International Business*. From understanding the processes of communication and miscommunication, to insights into how to do business abroad given differing cultural perspectives, *communicating Globally* offers many important key concepts essential for global business success." (James A. Cox 2007-05-31)

"The insight supplied is based on research and application that can permit you to make necessary choices and decisions. This is definitely an excellent book for advanced courses in the field of international business communication." (Johnson Thomas *Business India* 2008-08-14)

About the Author

Wallace V. Schmidt (Ph.D., New York University; M.A., University of Nebraska; B.A., Midland Lutheran College) routinely teaches a course in organizational communication, intercultural communication, and communication theory, and a number of elective courses at both the undergraduate and graduate levels (e.g., interviewing; persuasion; training & development). He is the 1992 recipient of the Walter E. Barden Distinguished Teaching Award, past president of the Florida Communication Association, and co-author of two successful textbooks: *Results-Oriented Interviewing: Principles, Practices, and Procedures* (Allyn & Bacon/Pearson Education) and *Business and Professional Communication: Managing Information in an Information Age* (South-Western/Thomson Learning).

Roger N. Conaway (Ph.D., Bowling Green State University; M.A., Stephen F. Austin State University) teaches organizational communication, advanced interpersonal communication, listening, and freedom of speech. His research interests include business communication, intercultural and organizational communication, and interviewing. He is the co-author of *Results-Oriented Interviewing: Principles, Practices, Procedures* (Allyn & Bacon/Pearson Education) and is Past President of the Association of Business Communication, Southwest Region.

Susan Easton (Ph.D., Florida State University; M.S., Syracuse University; B.A., State University of New York at Oswego) is an internationally known expert on group dynamics and work teams. Her research interests include virtual communication, geographically dispersed work teams, and systems thinking. Widely published in the area of online/distance learning, Dr. Easton has also consulted for such companies as Nike, General Electric, PricewaterhouseCoopers, Walt Disney Co., Lockheed Martin, University of Central Florida, and Hyatt Hotels. She regularly teaches courses in small groups and work teams, strategic change and communication, and organizational communication.

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