

<<跨文化商务交际>>

图书基本信息

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## <<跨文化商务交际>>

### 内容概要

本书共分10章。

第一至四章以跨文化交际学的基本理论和主要内容为框架，阐述交际与文化的关系、文化价值观对跨文化商务交际的影响，介绍跨文化商务交际过程中文化差异在言语和非言语方面的具体表现。

第一章为概论，介绍交际、跨文化交际和跨文化商务交际的定义、概念、发展及其意义等；第二章着重介绍文化的基本理论和文化价值观研究成果；第三章和第四章分别探讨文化差异在言语交际和非言语交际方面的种种表现。

第五至十章运用跨文化交际学的基本理论具体分析几个重要商务实践活动中的文化差异，即跨文化商务写作（第五章）、跨文化商务礼仪（第六章）、跨文化商务谈判（第七章）、跨文化商务营销（第八章）、跨文化商务伦理（第九章）、企业文化和跨文化交际能力培训（第十章）。

附录包括练习答案和参考书目。

<<跨文化商务交际>>

书籍目录

Chapter 1 Communication : An Intercultural Pepective

.Basics of Human Communication

- 1.Needs and Purposes for Communication
- 2.Definition of Communication
- 3.The Scope and Classification of Communication
- 4.The Process of Communication

.Business Communication

- 1.Defining Business Communication
- 2.Internal and External Communication
- 3.Formal and Informal Communication
- 4.The Role of Communication in Business

.Intercultural Communication

- 1.Defining the Terms
- 2.Intercultural Communication as a Phenomenon
- 3.Intercultural Communication as a Discipline
- IV.Learning Intercultural Business Communication

- 1.The Importance of Learning IBC
- 2.The Complexity in Learning IBC
- 3.Intercultural Communication Competence

Key Terms

Summary

Test Your Knowledge

Apply Your Knowledge

Practice Your Knowledge

Expand Your Knowledge

Chapter 2 Undetanding Cultures and Their Values

.The Nature of Culture

- 1.Definitio of Culture
- 2.Characteristics of Culture

.The Basics of Cultural Values

- 1.Definition of Value
  - 2.Priorities of Cultural Values
- .Undetanding Cultural Patter
- 1.Kluckhohn and Strodtbeck's Value Orientatio
  - 2.Hofstede-Bond's Value Dimeio
  - 3.The GLOBE Study
  - 4.Hall's High-and Low-Context Orientation

Key Terms

Summary

Test Your Knowledge

Apply Your Knowledge

Practice Your Knowledge

Expand your Knowledge

Chapter 3 Comprehending Verbal Communication

.The Basics of Language

<<跨文化商务交际>>

1. Language Variatio
2. Moving Between Languages
3. The Relatiohip Between Language and Culture
  - . Meanings of Words
  - 1. Denotational Meanings and Connotational Meanings
  - 2. Comparing Chinese and English Word Meanings
    - . Speech Acts and Politeness Across Cultures
    - 1. Pragmatic Rules and Politeness
    - 2. Comparing Chinese and English Speech Acts
  - IV. Discoue Pattern Across Cultures
  - 1. Cultural Thought Patter ( CTPs )
  - 2. Comparing Chinese and English Discoue Patter
- V. Verbal Styles
1. Characteristics of Verbal Styles
2. Comparing Chinese and English Verbal Styles
- V. Verbal Styles
1. Characteristics of Verbal Styles
2. Comparing Chinese and English Verbal Styles

Key Terms

Summary

Test Your Knowledge

Apply Your Knowledge

Practice Your Knowledge

Expand your knowledge

Chapter 4 Perceiving Nonverbal Communication

- . The Basics of Nonverbal Communication
1. Defining Nonverbal Communication
2. Comparing Verbal and Nonverbal Communication
3. Functio of Nonverbal Communication
  - . Cultural Impact on Nonverbal Communication
  - 1. Body Movement
  - 2. Eye Contact
  - 3. Touch
  - 4. Smell
  - 5. Paralanguage
  - 6. Spatial Language
  - 7. Temporal Language

Key Terms

Summary

Test Your Knowledge

Apply Your Knowledge

Practice Your Knowledge

Expand Your Knowledge

Chapter 5 Intercultural Business Writing

- . The Importance of Writing in Intercultural Business Communication
1. Be Aware of the Importance of Writing in Business

## <<跨文化商务交际>>

### 2.Be Aware of the Cultural Differences in the Conventions of Business Writing

.Cultural Consideration in Planning Business Messages

#### 1.Defining Purpose

#### 2.Analyzing Intercultural Audiences

#### 3.Selecting a Channel and Medium

.Cultural Consideration in Organizing Business Messages

#### 1.Organizing Routine, Good-news, and Goodwill Messages

#### 2.Organizing Bad-news Messages

#### 3.Organizing Persuasive Messages

#### 4.Organizing Reports

#### 5.Organizing Employment Messages

### IV.Cultural Consideration in Format and Layout of Business Letters

#### Key terms

#### Summary

#### Test Your Knowledge

#### Apply Your Knowledge

#### Practice Your Knowledge

#### Expand Your Knowledge

### Chapter 6 Intercultural Business Etiquette and Protocol

.The Importance of Appropriate Etiquette and Protocol

.Defining Business Etiquette and Protocol

.Cultural Differences in Business Etiquette and Protocol

#### 1.Initial Business Relationships

#### 2.Social Entertainment

#### 3.Gift-giving Etiquette

#### 4.Business Dress

#### 5.Business Scheduling

#### 6.The Use of Humor

#### Key Terms

#### Summary

#### Test Your Knowledge

#### Apply Your Knowledge

#### Practice Your Knowledge

#### Expand Your Knowledge

### Chapter 7 Intercultural Business Negotiation

.Defining Intercultural Negotiation

#### 1.Negotiation

#### 2.Intercultural Negotiation

#### 3.Negotiation Phases

.Intercultural Negotiation Variables

#### 1.Factors Influencing International Business Negotiation

#### 2.Analysis of Intercultural Negotiation Variables

.Intercultural Negotiation Models and Styles

#### 1.Intercultural Negotiation Models

#### 2.Intercultural Negotiation Styles

### IV.Intercultural Negotiation Strategies and Guidelines

<<跨文化商务交际>>

1.Strategies

2.Guidelines

Key Terms

Summary

Test Your Knowledge

Apply Your Knowledge

Practice Your Knowledge

Expand Your Knowledge

Chapter 8 Intercultural Marketing Communication

.A Cultural Approach to International Marketing

.Cultural Influence on Selected Aspects of Marketing  
and Advertising

1.Language

2.Sig and Symbols

3.Rituals and Religio

.Global Marketing and Advertising

1.Controveial Issues of Global Marketing

2.Think Globally and Act Locally

3.The Global Coumer

Key Terms

Summary

Test Your Knowledge

Apply Your Knowledge

Practice Your Knowledge

Expand Your Knowledge

Chapter 9 Intercultural Issues in MNXS

.Law and Ethics in IBC

1.The Nature of Legal Environment of International Business

2.Ethical Dilemmas in IBC

.Major Legal and Ethical Issues in IBC

1.Protection of Intellectual Property

2.Labor-management Relatio and Employment 1

3.The Issue of Bribery and Corruption

.Building Ethical Competence in IBC

1.Moral Philosophies or Relevance to Business Ethics

2.Incorporating Ethics into International Business Decisio

3.A Univeal Set of Ethics

Key Terms

Summary

Test Your Knowledge

Apply Your Knowledge

Practice Your Knowledge

Expand Your Knowledge

Chapter 10 Intercultural Issues in MNCs

.Organizational Culture

1.Definition of Organizational Culture

2.The Function of Organizational Culture

<<跨文化商务交际>>

3.Differences Between Organizational and National Cultures

4.Types of Organizational Culture

5.Culture Synergy in MNCs

.International Human Resource Management (IHRM)

1.Motivation Across Culture

2.Leadehip Across Cultures

3.Selection of International Assignments

.Training in International Management

1.Types of Training Programs

2.Training Program Content

3.Four-step Approach to Intercultural Communication Training

Key Terms

Summary

Test Your Knowledge

Apply Your Knowledge

Practice Your Knowledge

Expand Your Knowledge

Keys to Exercises

Bibliography

Key Terms

<<跨文化商务交际>>

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