

World Wise: What to Know Before You Go

By Lanie Denslow

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Targeting the global business practitioner, this book bridges the gap between buttoned-up culture textbooks and flippant how-to guides about global business and communication. World Wise covers topics ranging from general etiquette to business philosophies in specific regions of the world. It is suitable both for the seasoned professional involved in international business, hoping to sharpen skills, and the newcomer to the global business scene. Denslow seeks to help the reader overcome common cultural misunderstandings and establish effective working relationships around the world.

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World Wise: What to Know Before You Go By Lanie Denslow Bibliography

- Sales Rank: #915787 in Books
- Published on: 2005-11-01
- Released on: 2005-11-01
- Original language: English
- Number of items: 1
- Dimensions: 228.60" h x .73" w x 6.00" l, 1.18 pounds
- Binding: Paperback
- 352 pages

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