



Cultural Intelligence: A Guide to Working with People from Other Cultures

Brooks Peterson

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Cultural Intelligence: A Guide to Working with People from Other Cultures

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Cultural Intelligence: A Guide to Working with People from Other Cultures Brooks Peterson Uses case studies and illustrations to provide tips for working effectively with international clients, customers, and business partners. Readers learn to define their own cultural style in six vital areas: managements, strategy, planning, personal communication, and reasoning. Though not strictly a textbook, it is commonly used as a text in internationally-focused courses and cross-cultural programs.



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