



Intercultural Communication (China)

Christian Stöhr

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Pre-University Paper from the year 2011 in the subject Communications - Intercultural Communication, grade: 1,3, , language: English, abstract: The increasing internationalization and globalization has made international competence more significant than ever before. Companies working together but each located in other cultural areas need to understand each other. Great business connections are the key to success and maximized profits. Both partners have to use the right way of Intercultural communication not to mess up these connections.

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