

Interkulturelles Management Interkulturelle Kommunikation

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Inhalte

- Hintergründe, Motivation, Nutzen
- Preparation: information sources, cultural differences, food and beverages, Does and Don'ts in various countries
- Contacts, negotiations, meetings: on the phone, in writing, in person, business trips abroad, foreign visitors, living and working in a foreign country, during meetings, trade fairs
- Follow-Up
- Literature