

## Understanding Intercultural Interaction

### An Analysis of Key Concepts

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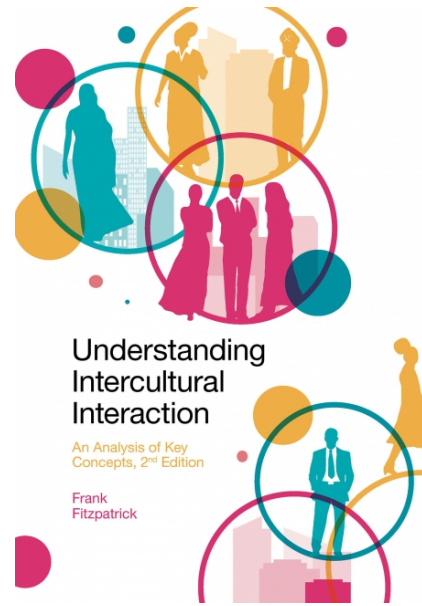
### About the Book

In an increasingly global world, it is more important than ever that we deepen our understanding of how people interact and communicate across different cultural contexts.

Designed as an introduction to a wide range of theories and ideas that influence social encounters around the globe, this 2nd Edition of *Understanding Intercultural Interaction* places new emphasis on the 'global workplace', providing an overview and analysis of key concepts in culture and interaction to develop your knowledge in areas such as global working, diversity management, interculturality, and cross-cultural ethics.

Cutting across the world of work and education, this is a timely refresh for equipping a diverse range of both students and professionals with the tools to understand, discuss, and ultimately fulfil the role that they can play on the international stage.

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