



Chinese Management and Communication Principles - Intercultural Competence as Prerequisite for Business Success (Paperback)

By Linda Nguyen

GRIN Verlag GmbH, Germany, 2011. Paperback. Book Condition: New. 214 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Seminar paper from the year 2010 in the subject Communications - Intercultural Communication, grade: 2,0, University of applied sciences, Marl, language: English, abstract: 1. Introduction 1.1. Problem Globalization is an ongoing process by which regional economies have become integrated through a global network of communication and trade, which simultaneously induces globalization of culture. In an attempt to explain culture more clearly, the Iceberg Model of Culture can be used² since culture is often compared to an iceberg which has both visible (on the surface) and invisible (below the surface) parts. Visible elements of culture - the percepta - can be seen, such as food, clothing or laws. Those elements which are not as obvious - the concepta - such as norms, values or beliefs are represented by the much larger portion of the iceberg underwater. In a course of increasing cross-cultural business encounters, the question arouses whether it is necessary to be acquainted with both the visible and the greater invisible part of the culture concerned - i.e. to possess intercultural competence - in order to gain international...



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