



Intercultural Business Communication (5th Edition)

By Lillian Chaney, Jeanette Martin

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Prepare future managers to face the differences in business communication across cultures.

With the globalization of the world economy, it is imperative for current and future managers to be sensitive to the differences they will encounter in intercultural communication. To help make readers aware of these differences, *Intercultural Business Communication* contains practical guidelines and information on how to conduct negotiations across countries, write business letters in different societies, and includes the general “dos” and “don’ts” in international business.

The fifth edition contains new cases, updated examples, and information from ten newly published books and journal articles.

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Editorial Review

From the Publisher

Based on the input of a panel of experts and written by authors with first-hand, practical experience in the subject, this text provides comprehensive coverage of the important topics of intercultural business communication. It is designed to better prepare students to perform in culturally diverse domestic and international environments.

From the Back Cover

Both the novice and experienced international business traveler will find this an excellent source of information on global etiquette. Devotes an entire chapter to business and social customs. Explores international negotiation, oral and nonverbal communication, language, and written communication. Highlights country-specific information throughout. Offers boxes in every chapter with anecdotes from both neophyte and experienced travelers, along with other sources. Appropriate in virtually any industry for executives in International Marketing, Human Resources Management, and International Operations.

About the Author

Lillian H. Chaney is a Professor of Management Emeritus at The University of Memphis. She received both the M.S. and the Ed.D. from the University of Tennessee. She is coauthor of textbooks on business communication and office management and has published numerous articles on these topics in professional journals. She has teaching experience at a South American university and has conducted training programs on communication, corporate etiquette, and business ethics for international companies, educational institutions, and government agencies. Dr. Chaney is coauthor, with Jeanette S. Martin, of *Global Business Etiquette* (Praeger, 2006), *The Essential Guide to Business Etiquette* (Praeger, 2007), and *Passport to Success* (Praeger, 2009).

Jeanette S. Martin is a Professor at the University of Mississippi. She received her B.A. from Michigan State University, M.B.A. from the University of Chicago, and her Ed.D. from The University of Memphis. In addition to her extensive travel experiences, she has considerable corporate experience in both U.S. multinational corporations and foreign multinational corporations. Dr. Martin has published several articles involving intercultural business communication, education, and management information systems. Dr. Martin is coauthor, with Lillian H. Chaney, of *Global Business Etiquette* (Praeger, 2006), *The Essential Guide to Business Etiquette* (Praeger, 2007), and *Passport to Success* (Praeger, 2009).

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