

Anglo-german Business Communication: A Research Report - Gebhard Deissler

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Anglo-German Business Communication is a research report in 5000 words that is based on a series of interviews which were conducted in 2004 with a series of British and German managers of firms that were doing business between the two countries. The research sample of this qualitative research highlights the diversity as well as the potential synergy of the two cultural approaches to business communication and management. Author: Deissler, Gebhard Publisher: GRIN Verlag Illustration: N Language: ENG Title: Anglo-German Business Communication: A Research Report Pages: 00028 (Encrypted PDF) On Sale: 2011-01-01 SKU-13/ISBN: 9783640803972 Category: Business & Economics : Management - General

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