

Intercultural Communication for Global Business: How leaders communicate for success

Elizabeth A. Tuleja

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GLOBAL BUSINESS

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Elizabeth A. Tuleja : Intercultural Communication for Global Business: How leaders communicate for success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Intercultural Communication for Global Business: How leaders communicate for success:

0 of 0 people found the following review helpful. Wow! Now that's Intercultural Communication for Business! Highly Recommended. By Thomas Rice Great book -- highly recommended! Not only is the author an amazing leader and professor; this is probably one of the best, well written books I have read; as a bookworm -- I sincerely enjoyed how

this book was written. Elizabeth has a deep understanding of intercultural management and provides insights that only someone with her expertise and knowledge can effectively communicate. As a student of "intercultural management", I found the real world case studies, diagrams, and discussion questions very effective helping me understand intercultural communication for business. Respectfully, Tom0 of 0 people found the following review helpful. Great Updated Version!By E.A. Tuleja, Professor, Notre DameGreat update - condensed content that is useful and easy to read. The point is that we live in a diverse society wherever we are. Whether doing business abroad or at home, the insights in this book help us see beyond ourselves.

This book brings together principles and new theories in intercultural communication in a concise and practical manner, focusing on communication as the foundation for management and global leadership. Grounded in the Cultural Intelligence Model, this compact text examines the concepts associated with understanding culture and communication in the global business environment to help readers:

- Understand intercultural communication processes.
- Improve self-awareness and communication in intercultural settings.
- Expand skills in identifying, analyzing, and solving intercultural communication challenges at work.
- Evaluate whether one's communication has been effective.

Richly illustrated with examples, activities, real-world applications, and recent case studies that make the content come alive, Intercultural Communication for Global Business is an ideal companion for any business student or manager dedicated to communicating more effectively in a globalized society.

"Elizabeth Tuleja has written an excellent introduction to cross-cultural behavior that has an outstanding balance. She interweaves cross-cultural anecdotes, longer cases, and a firm grasp of the major theories and approaches in the cross-cultural area to produce a highly readable, sensitive, and insightful introduction to this amazingly complicated area. I highly recommend it." Martin J. Gannon, University of Maryland and California State University San Marcos, USA

"Elizabeth Tuleja brings a unique and welcome intercultural communication perspective to the field of global leadership. Her extensive background and mastery of the literature has resulted in an engaging book full of useful concepts, models, and real-life examples that are suitable for both newcomers to the field and experienced practitioners." Joyce Osland, San Jose State University, USA

"This excellent book on intercultural communication for global leadership is a tool that will enhance your mindset and skill set in a way that develops cultural intelligence. It is my opinion that every business leader, politician, salesperson, negotiator, and diplomat should own a copy of this book and read it well. Just as Emotional Intelligence can be developed, so too can Cultural Intelligence be developed, and as much as we need Emotional Intelligence in our world today, we also definitely need Cultural Intelligence if we hope to lead well in this new globalized reality. This is a book you must own, and once you own, make the contents your own!" Rob Elkington, University of Ontario Institute of Technology, Canada, and North-West University, New Zealand

"Tuleja provides a lucid and timely compass for navigating cultures in a rapidly globalizing, often polarizing world. Practical intercultural tools, fresh thought provoking case studies and engaging activities offer students and professionals lit pathways for effective communications and leadership across a dizzying array of clashing cultures. Don't leave home without it!" Joe Lurie, University of California, Berkeley, USA

About the Author Elizabeth A. Tuleja is an Associate Professor of Management at the University of Notre Dame, USA. She teaches intercultural communication and global leadership to BBA, MBA, and executive MBA students.