



Handbook of Intercultural Communication

By Helga Kotthoff

De Gruyter Mouton Aug 2009, 2009. Taschenbuch. Condition: Neu. Neuware - In today's globalized world of international contact and multicultural interaction, effective intercultural communication is increasingly seen as a pre-requisite for social harmony and organisational success. This handbook takes a 'problem-solving' approach to the various issues that arise in real-life intercultural interaction. The editors have brought together experts from a range of disciplines, including linguistics, psychology and anthropology, to provide a multidisciplinary perspective on the field, whilst simultaneously anchoring it in Applied Linguistics. Key features: provides a state-of-the-art description of different areas in the context of intercultural communication presents a critical appraisal of the relevance of the field offers solutions for everyday language-related problems international handbook with contributions from renowned experts in the field 560 pp. Englisch.

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Reviews

I actually started looking over this publication. It really is rally interesting through studying period. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dana Hintz

Good electronic book and valuable one. It really is basic but unexpected situations in the 50 percent in the pdf. You wont really feel monotony at at any moment of your time (that's what catalogues are for concerning when you ask me).

-- Elisa Reinger

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