

# Contents

<b>Unit 1</b>	<b>Culture</b>	<b>1</b>
<b>Unit 2</b>	<b>Intercultural business communication</b>	<b>18</b>
<b>Unit 3</b>	<b>Cultural patterns</b>	<b>37</b>
<b>Unit 4</b>	<b>Intercultural communication barriers and adaptation</b>	<b>59</b>
<b>Unit 5</b>	<b>Verbal intercultural business communication</b>	<b>81</b>
<b>Unit 6</b>	<b>Nonverbal intercultural business communication</b>	<b>97</b>
<b>Unit 7</b>	<b>Intercultural management</b>	<b>118</b>
<b>Unit 8</b>	<b>Intercultural marketing</b>	<b>134</b>
<b>Unit 9</b>	<b>Intercultural business negotiation</b>	<b>149</b>
<b>Unit 10</b>	<b>Intercultural business etiquette</b>	<b>169</b>