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Fundamental Concepts and Theories
This section introduces the multivolume reference with some universal topics in Cross-Cultural Interaction. An increasingly globalized society demands its members to work together in diverse teams, and communicating and interacting across cultural divides is critical to success in any global endeavor. This section covers topics on social interaction across cultures, learning and working in diverse environments, and international enterprise. In the opening 17 chapters of this extensive reference source, readers will obtain a clear understanding of the fundamental concepts and theories integral to the field of Cross-Cultural Interaction.

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