



Intercultural Communication Training: An Introduction (Communicating Effectively in Multicultural Contexts)

Richard W. Brislin, Tomoko Yoshida

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This unique handbook provides an organizational framework for planning and establishing intercultural communication training programs. Drawing from intercultural communication and cross-cultural training, this guide emphasizes those aspects of training that explicitly involve face-to-face communication. The approaches covered apply to any situation where good personal relations and effective communication need to be established with people from different cultural backgrounds.



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