Doing Business Internationally: The Resource Book to Cross-Cultural Success

by Training Management Corporation

The importance of cross-cultural business communications

The book provides practical frameworks for anyone hoping to become a successful global leader, and outlines the challenges that international firms face when doing business internationally. The guide to cross-cultural success, by Terence Drake, Danielle Medina Walker and Danielle Medina Walker, aims to study cross-cultural differences in management. For a successful management, any person should be able to work with people from different cultures.

The handbook is an excellent resource for participants in international business operations and academics. This book addresses the impact of cultural variables on business success. It is important and excellent for every negotiator. This book should be on the desk of every marketing and human resources professional involved in international business operations.

We hope that this handbook will be useful for successful business with German partners.