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POST-MERGER INTERCULTURAL COMMUNICATION IN MULTINATIONAL COMPANIES



Paperback. Book Condition: New. Not Signed; In this book, the focus is on post-merger intercultural integration, effective communication between the relevant cultures and the different politeness strategies adopted by them. It is argued that cultural differences are a key issue in misunderstandings and miscommunication, which can affect a smooth post-merger integration, thereby focusing on differences between the Australians, US-Americans, Germans and the Swiss. The research contributes to bridge the gap between pragmatics, sociolinguistics and intercultural management studies. The empirical findings...

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