



Intercultural Communication Competence: A Toolkit for Acquiring Effective and Appropriate Intercultural Communication and Collaboration Skills

Wolfgang Messner

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Business is now global and people are advised to charge across cultures like the world were one flat playing field. Employees who take their own ways for granted and ignore specific differences to their colleagues from other cultures are set up to fail. People from different cultures have different preferences and definitions of appropriate behaviour which, in turn, define and impact their abilities to be successful. But globalization requires effective collaboration across cultures; we must therefore embark on a journey of self discovery and learning about the target culture to acquire competent intercultural communication skills. This resource book is designed to be used in a corporate or MBA seminar, but will also benefit an individual keen on acquiring intercultural competence. It is an intercultural toolkit and compares 50 national cultures on their intercultural dimensions. It further gives specific information on China, Egypt, France, Germany, India, Italy, U.K., and U.S.A.; the book also features 25 tasks, exercises, and case studies.

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