



# **Doing Business Internationally, Second Edition: The Guide To Cross-Cultural Success: The Guide To Cross-Cultural Success**

*Danielle Walker, Thomas Walker*

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# Doing Business Internationally, Second Edition: The Guide To Cross-Cultural Success: The Guide To Cross-Cultural Success

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*Doing Business Internationally*, Second Edition, is a nontechnical, accessible resource for managing today's multicultural organizations. Revised, restructured, and refocused from its classic first edition, it introduces the revolutionary Cultural Orientations Inventory (COI), a unique and valuable tool for identifying critical skills gaps and practicing style-switching, potentially increasing effectiveness and improving performance.

This fully updated edition revisits the first edition's groundbreaking strategies and techniques, plus presents new tools developed in conjunction with Harvard University, Columbia University, AT&T, and other leading universities and corporations.

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