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Improve the way you communicate

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in English when working internationally - it's as much about how you say it as what you say!

You need more than just a good level of English to communicate successfully in international business. Collins Effective International Business

Communication gives you clear and practical advice to help you to communicate successfully with colleagues and business partners around the world, using the English you already know. Part 1 will help you with speaking and listening, with practical ideas to help you create better understanding with colleagues and business partners. Part 2 covers key interpersonal skills , such as building relationships, networking, influencing, making decisions,

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managing conflict and building trust. Part 3 considers the challenges of virtual

communication with colleagues at a distance, with advice on how to write better emails and manage conference calls. Each unit features tip boxes, model conversations and case studies

Work environments today are increasingly complex - with greater demands on time there is more emphasis on choosing the right form of communication at the right time. You need to be able to work with colleagues at a distance and build and maintain relationships with people at home and abroad. Effective International Business Communication will help you to build the relationships you need to be successful. Can be used

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for self-study or by Business English trainers who want their clients to get results. CEF level B2-C1 / Upper Intermediate - Advanced

Project managers leading international projects must deliver value and align the project outcomes to the wider strategic goals of the organization. However, they are faced with the challenges of cross cultural communication and behavioural differences, large-scale and technically complex projects involving multiple stakeholders, and slow decision making when speed is of the essence. Leading International Projects helps overcome these challenges by taking a holistic approach, drawing

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on systemic, behavioural and psychological perspectives to build team trust, communicate to avoid misunderstanding and conflict, and identify and minimize risk of derailment. It provides a practical toolbox for successfully managing international projects. Leading International Projects provides case studies from experienced project professionals working internationally, each offering deep insights into the challenges of cross-border projects and practical ideas on how to lead successfully. It presents the experiences of consultants and senior project management professionals and their reflections on projects that they ran. Practical guidance on managing the complex dynamics of international projects is provided



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through individual, team and organizational diagnostic and development tools.

Collins English for Business is a new series of self-study skills books which focus on the language you really need to do business in English - wherever you are in the world. Each title includes tips on how to communicate effectively and how to communicate inter-culturally.

English365 is a three-level course in Business and general English. The Personal Study Book contains:

- Better language learning - ideas on how to learn English more effectively
- Practice exercises - one page of self-study exercises per unit of the Student's Book for

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Communication practice - a full answer key to the exercises - a complete transcript of the contents of the Personal Study Book Audio CD. The Personal Study Book Audio CD contains: - Listening units - exercises to reinforce work done in the Student's Book - Pronunciation and Social English dialogues - recordings from the Student's Book to provide further practice.

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with

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great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock

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market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew

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discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include:

Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-

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great companies think differently about the role of technology. The Flywheel and the Doom Loop:

Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. " Some of the key concepts discerned in the study, " comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people. " Perhaps, but who can afford to ignore these findings?

The 21st century has brought about many changes in the economic realm due to acceleration of globalization. The competitive landscape in numerous areas must always be reinvented to account for these changes,

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therefore making different marketing efforts a requirement for long-term success. The Handbook of Research on Effective Marketing in Contemporary Globalism provides readers with an understanding of the importance of marketing products and services across different cultures and languages in an era of high global competition. Intensified globalization, shifting demographics, and rapid innovations in technology and productivity solidify this publication's importance to scholar-practitioners, business executives, and undergraduate/graduate students.

Addressing communication on a global scale, this text introduces a

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Comprehensive system by which business can be conducted across cultures. The text's premise is that by following a framework for asking the right questions, students can develop the skills needed to communicate in international business. Using a system known as the LESCANT model, the book encourages the assessment of needs in any international business interaction by isolating and evaluating those aspects of culture most likely to affect communication.

The Cultural Context in Business Communication focuses on differences and similarities in business negotiations and written



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Communication in intercultural settings. To set the scene, Edward T. Hall looks back at “culture” as an evolutionary concept and Charles Campbell explains the value of classical rhetoric in contemporary cultures. Further contributions present case studies of cross-cultural encounters and discourse aspects in various settings. Steven Weiss explores the proper character of six cultures: Chinese, French, Japanese, Mexican, Nigerian, and Saudi. Other chapters contrast English with cultures such as Chinese, German, Dutch, Finnish, and Irish. The book closes with two chapters on training for effective business communication and provide models in participatory training and gaming.

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Build key business relationships  
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