



# Work With Anyone Anywhere: A Guide to Global Business

*Michael B. Goodman*

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Business is now conducted on a global scale. Learning how to communicate and interact across national and cultural boundaries is a key to success. This book discusses the issues affecting international business and how business functions are adapted for specific regions and cultures to facilitate effective working relationships

*"Work With Anyone Anywhere is a very practical tool and one I'll keep handy. I still never remember all the rules of Japanese gift giving, for example. Now I'll know where to quickly find the answer."* --Keith Reinhard, Chairman Emeritus, DDB Worldwide Inc

### Learn to advance your business in a global environment

- Understand international business principles
- Recognize and adapt to important cultural differences
- Negotiate, market, and manage effectively in a global environment
- Work successfully within specific regions and cultures

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