

"Marketing by Agreement"

- La négociation internationale comme cas particulier de communication interculturelle
- Les styles de communication varient beaucoup selon les cultures:
 - Culture et contexte
 - Culture et communication verbale
 - Culture et communication non-verbale

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<u>La Neacutegociation Interculturelle Marketing</u> <u>Communication</u>

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La Neacutegociation Interculturelle Marketing Communication:

Communication internationale et communication interculturelle Christian Agbobli, Gaby Hsab, 2011-11-14T00:00:00-05:00 Ce livre est le fruit d une r flexion m rie ayant pr sid la cr ation du Groupe d tudes et de recherches ax es sur la communication internationale et interculturelle GERACII Nous y trouvons des proccupations dordre pist mologique m thodologique et pratique Quels sont les liens entre la communication internationale et interculturelle Quels sont les l ments qui les distinguent Quels sont les angles de recherche qui permettent de les aborder Et quels sont les objets concrets qui les illustrent le mieux Ainsi les differentes contributions tentent dapporter quelques l ments de r ponse quelques clairages ces questions tout en se sachant incapables de r soudre une fois pour toutes les ambigu t s qui entourent ces m mes questions Dans cet esprit le livre s adresse aussi bien aux chercheurs et aux tudiants qui ont d j une id e claire sur ces deux champs communicationnels qu celles et ceux qui souhaitent en savoir davantage

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