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Working Across Cultures: An Intercultural Communication Toolkit for the Global Indian

Wolfgang Messner

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Globalization has put India once more at the world's centre stage. As an Indian professional, you are very mobile and you frequently need to interact with teams and customers from cultures diametrically opposite from your own. In such encounters, your competencies and abilities may be judged differently – depending on the cultural context. Intercultural communication is not about deciding who is right or wrong, turning you into someone else, but it is about creating a deep understanding of differences and similarities for smoother communication and ultimately better business results. This workbook is specifically aimed at the Indian subcontinent; it is suitable for both experienced Indian professionals and those who are relatively new to an international role. It is designed to be a training workbook to be used in a corporate or MBA seminar; it will also be useful to a globally active Indian keen on developing intercultural competencies. - Intercultural communication from an Indian perspective - Specific information on France, Germany, U.K., and U.S.A. - 22 tasks, exercises, and case studies - 24 figures and diagrams

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