



Cultural Dimension of International Business, The

By Gary P. Ferraro

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Appropriate for the Anthropology of Business course taught in Anthropology or as a supplement to the International Business course taught in Business Management departments. This text demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of international business, and offers a conceptual framework for understanding the cultural dimension of the international business arena.

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Editorial Review

From the Publisher

This text demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of international business, and offers a conceptual framework for understanding the cultural dimension of the international business arena.

From the Back Cover

Key Benefit: This book demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of international business, and offers a conceptual framework for understanding the cultural dimension of the international business arena. **Key Topics:** Explores dimensions of communication--both verbal and nonverbal--across cultures; considers contrasting cultural values; shows how to locate relevant cultural information; explains how to negotiate across cultures and how to cope with culture shock. Features a series of Cross-Cultural Scenarios which readers can analyze to determine why a cultural conflict has occurred and how it could possibly have been avoided. **Market:** For those involved in business management or international business.

About the Author

Gary Ferraro, Professor Emeritus of Anthropology at the University of North Carolina at Charlotte, received his BA in history from Hamilton College and his MA and PhD degrees from Syracuse University. He has been a Fulbright Scholar at the University of Swaziland in Southern Africa (1979-80) and again at Masaryk University in the Czech Republic (2003), and has served twice as a visiting professor of anthropology in the University of Pittsburgh's Semester at Sea Program, a floating university that travels around the world. He has conducted research for extended periods of time in Kenya and Swaziland and has traveled widely throughout many other parts of the world. He has served as a consultant/trainer for such organizations as USAID, the Peace Corps, the World Bank, IBM, Georgia Pacific, Duke Energy, and J.M. Huber, among others. From 1996 to 2000 Dr. Ferraro served as the Director of the Intercultural Training Institute at UNC-Charlotte, a consortium of cross cultural trainers/educators from academia and business, designed to help regional organizations cope with cultural differences at home and abroad. In 2000 he became the president of Intercultural Associates, a private firm specializing in cross cultural training, consulting, and coaching. In addition to a number of articles in professional journals, he is the author of:

- THE TWO WORLDS OF KAMAU (1978),
- THE CULTURAL DIMENSION OF INTL. BUSINESS (1990, 1994, 1998, 2002, 2006, and 2010)
- CULTURAL ANTHROPOLOGY: AN APPLIED PERSPECTIVE (1992, 1995, 1998, 2001, 2004, 2006, 2008 and 2010)
- APPLYING CULTURAL ANTHROPOLOGY: READINGS (1998)
- GLOBAL BRAINS: KNOWLEDGE AND COMPETENCIES FOR THE 21ST CENTURY (2002)
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