



The Role of Non-Verbal Communication in Intercultural Business

By Julia Mero

GRIN Publishing Nov 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Seminar paper from the year 2015 in the subject Communications - Intercultural Communication, , course: Seminar, language: English, abstract: In this seminar paper I will analyze the diverse functions and forms of non-verbal communication (NVC). In addition, I will focus on business context. Business context in this paper means the realm of big companies with at least branches in two different cultures. Therefore, I have chosen five countries that Germany has a strong business interest in, and which have different socio-cultural frameworks: Saudi-Arabia, China, Japan, Russia, and Brazil. The proceeding in this paper is that after explanatory notes to functions and types of NVC, I will show a photo of one notable business representative of each of the five countries. Based on these photos, I will illustrate the characteristic features of NVC in the respective country. Differences to German NVC will be lined out with special hints to potential pitfalls, causing severe economic consequences. Finally, I will summarize the main issues of this paper, consider the results and come up with a conclusion. The sources used for this paper are not only scientifically proven literature. For the definition of NVC...

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