



Genuine] the risk of cross-cultural awareness: summary of empirical research(Chinese Edition)

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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2007-12-01 Publisher: Beijing Publishing House [title] cross-cultural perception of risk: a summary of empirical research [Press] Beijing Press% 51177% [of] Ortwin Ray Enboneide Rollman [BerndRohr] [ISBN] 9787200068115 [Original] 25 & nbsp Publication Date 2007-12-01 00:00:00 Printing 2007-12-01 00:00:00 Binding format 16 words] [Pages] 0 [Revision] [impressions] SYNOPSIS in today's globalization is increasingly obvious. the risk perception of cross-cultural feature more compelling. have two contradictory assumptions: the assumption that the basic structure of human cognitive processing of risk perception should also be basically the same. another assumption that deeply embedded in the system of the cultural significance of human risk perception. risk perception of different cultures will be showing a larger difference. Book study is based out these basic assumptions. There is a strong reference for risk research and policy formulation. About the author Ortwin Rehn (Ortwin Renn) Baden - Wrttemberg Center for Technology Assessment Council Chairman. University of Stuttgart. a professor of environmental sociology. His career served six years. the environment. technology and an associate professor in the Department of Sociology at Clark University in Massachusetts....

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