



The Tongue of the Tiger: Overcoming Language Barriers in International Trade

Rolf D Cremer, Mary J Willes

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This book analyses the communication processes of international trade between producers, their suppliers, and traders in Asia, and buyers in other parts of the world. Communication across language and cultural barriers is an indispensable part of, and one of the most practical problems encountered in, international trade and production. The analysis provided in this book is based on a large and unique collection of authentic documents of business communication. It leads to a deeper understanding of the factors, problems and skills associated with successful trading, and develops practical guidelines for overcoming language barriers. These are important both for the success of trading businesses and for the development of trade-oriented nations in Asia. This book is suitable for use by students in polytechnics and advanced undergraduates in international business courses, as well as in graduate programmes in economic theory and in applied linguistics. It will be valuable reading for business managers, import/export managers, and merchandisers in Asia and in Europe/North America/Oceania. Researchers and teachers in transaction cost economics/industrial organisation, international business, business communication & negotiation, applied linguistics, and English for business purposes will also find this book useful.

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