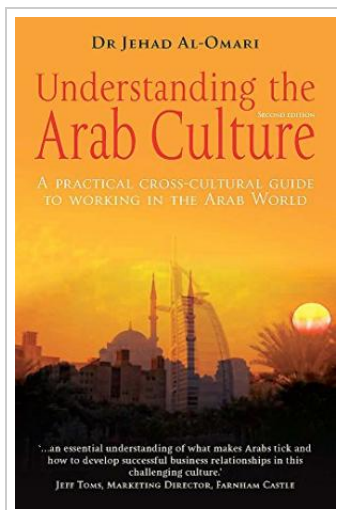




Understanding the Arab Culture, 2nd Edition: A practical cross-cultural guide to working in the Arab world (Paperback)

By Jehad Al-Omari

Little, Brown Book Group, United Kingdom, 2008. Paperback. Condition: New. 2nd Revised ed.. Language: English . Brand New Book. Understanding the Arab Culture is a thoroughly practical crosscultural guide to working with Arab cultures, written with the Westerner in mind. The book focuses more on the key differences than similarities, issues that Westerners will find puzzling, unusual or difficult to cope with. It is based on years of experience of lecturing to Westerners and a long list of frequently asked questions. It addresses Western perceptions and misconceptions of Arabs, Islam and the Arab world as well as some key Arab perceptions of the West. Many practical tips are given on a variety of issues, from exchanging appropriate gifts to negotiating techniques. Contents: Preface; About the author; Acknowledgements; Introduction; 1. A cross-cultural Perspective; 2. Ten cross-cultural realities; 3. The Arab culture in a generic context; 4. The business pyramid; 5. An Arab perspective; 6. First encounters with Arabs; 7. Values and attitudes; 8. Experiencing Arabia; 9. Islam: away of life; 10. Doing business; Epilogue; Recommended reading; Index.



READ ONLINE
[1.88 MB]

Reviews

The very best pdf i at any time read through. This is for all those who statte there had not been a worthy of studying. You wont sense monotony at whenever you want of your own time (that's what catalogs are for concerning when you request me).

-- **Fabian Kuhlman II**

Thorough guide! Its such a very good go through. It is really simplified but surprises in the 50 % from the ebook. You will like how the blogger write this ebook.

-- **Mr. Brandt Kihn**