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The increasingly global nature of business means that business people are meeting more regularly with clients overseas. But the global marketplace is a potential landmine if there is difficulty communicating effectively.

Mattock has wide experience of working in very different cultures, and here he offers accessible advice on how to get it right. Covering all the essential communication skills necessary to survival in unfamiliar surroundings, the Guide explores company style, local culture, the character of individuals, negotiation tactics, getting the timing right, and how to communicate clearly and persuasively. It also describes terms that commonly lead to misunderstanding, exercises, checklists, examples, opinions, and case studies, taken from business people from around the world.