

## Cross Cultural Selling For Dummies

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Cross-Cultural Selling For Dummies is packed with everything you need to know to tap into multicultural markets, from establishing solid relationships to adapting your advertising to meeting the needs of your new clientele. You'll acquire key cross-cultural skills and build a coordinated effort that engages all aspects of your business.

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Cross-Cultural Selling for Dummies by Michael Soon Lee

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Cross Cultural Selling For Dummies

Before jumping into discussions of cultural diversity and how it relates to the way you sell goods and services to people from other cultures, it's important to agree upon definitions of some key terms. In the following sections, we explain what we mean when we say culture, diversity, cultural diversity, and cross-cultural selling.

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In Cross-Cultural Selling For Dummies, Roberts teams up with the top cross-cultural selling guru in the world to reveal practical tips and tricks for expanding sales into the ever-growing global marketplace To fi nd out more about Ralph Roberts, visit his Web site at www.AboutRalphcom

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Cross-Cultural Selling For Dummies® Helps Bridge the Culture Gap (HOBOKEN, NJ) 1-03-2009 - With the marketplace having gone fully global, salespeople must venture beyond traditional marketing and selling strategies in order to maximize their exposure and sales potential. For those looking for expert advice on how to communicate with people from diverse backgrounds, the recently published ...

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Essentially Cross-Cultural Selling for Dummies is a marketing and sales course adapted to a multicultural context. Whether you are a front line entrepreneur starting your own shop, or a manager of a large staff that needs to interface with a multicultural public, the lessons are much the same.

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Cross-cultural selling for dummies (Book, 2009) [WorldCat.org]

Get this from a library! Cross-cultural selling for dummies. [Michael Soon Lee; Ralph R Roberts; Joe Kraynak] -- Do you want to increase your sales? Why not tap the fastest-growing consumer market in the country?. According to the Selig Center for Economic Growth, the combined purchasing power of the ...

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