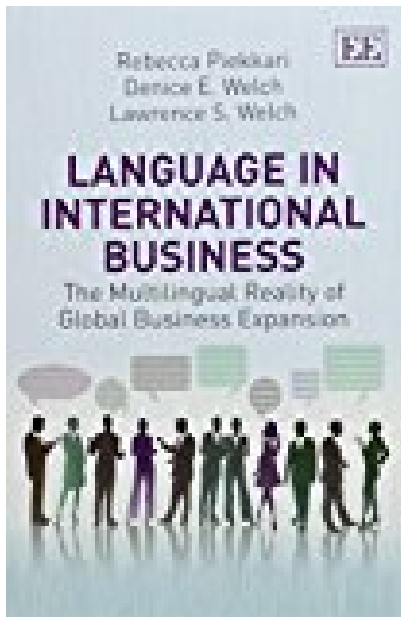


Language in International Business The Multilingual Reality of Global Business Expansion



BOOK DETAILS

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BOOK SYNOPSIS

Responding to the growing interest in the role of language in international business, this book presents language as a critical management challenge for the internationalizing firm. Several perspectives are explored, including the individual, the firm

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