

Cross Cultural Selling For Dummies

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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 find out more about Ralph Roberts, visit his Web site at www.AboutRalph.com

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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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