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THE IMPACT OF GLOBALIZATION ON CROSS-CULTURAL COMMUNICATION

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Nowadays, in times of maintaining economic contacts with the world market there is an increasing need to understand each other through cross-cultural communication. The effect of culture on international businessmen ventures is multifaceted. Cultural differences deeply affects market behavior. International marketers, therefore, need to be as familiar as possible with the cultural traits of any country they want to do business with. These differences require international businessmen to have good analytical abilities and sound business acumen to make viable decisions and operate successfully. Practically all business decisions are culture-bound.

English is regarded as the language of international communication. That's why everyone who intends to do business outside his own country should learn it. At the same time as part of culture is considered not only in the literal sense as the spoken word, but also as symbolic communication of time, space, things, friendship and agreements. Communication occurs through speech, gestures, expressions and other body movements. In many situations, the symbolic language of communication is more important than the actual words. Therefore, international business person should understand cultural differences.

Communication helps to moderate the connection between conflict and innovation. This fact is also impacted by the complexity of competing in global environment. Managers should be aware of the communication styles that are needed when working with multicultural teams. As organizations become more global the focus on corporate social responsibility increases. The actions and decisions of one organization can affect many others. They should be socially responsible and give something back to the global community that they serve.

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