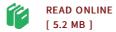


## Communicating the American Way: A Guide to Business Communications in the U.S. (Paperback)

By Angelika Blendstrup Ph.D., Elisabetta Ghisini

HAPPY ABOUT, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This book is designed for foreign-born professionals working in the U.S. who already possess good English skills, and yet are not polished communicators in a U.S. business environment. We provide practical advice - with student and client anecdotes interspersed throughout the text - and help foreign-born professionals change their communications skills and style to become more effective in typical business situations such as: managing meetings, understanding U.S. negotiation tactics, writing effective e-mails, delivering U.S.-style presentations, using Power English to stand out as a leader, and other communication areas such as how to reduce accents that interfere in business transactions. As a result of reading this book, the readers will be able to fit in better into the American corporate culture; they will gain a better understanding of their own strengths and weaknesses in business communications in an American environment, where most foreigners feel a need for honest feed-back but never receive it. They will be able to understand why, despite their good English, they are frequently misunderstood and can t get the results they want, and they will learn strategies to become...



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