



Uni-Wissen Interkulturelle Kompetenzen: Erfolgreich kommunizieren zwischen den Kulturen - Kernkompetenzen (German Edition)

Astrid Erll, Marion Gymnich

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Das Buch vermittelt die Grundlagen interkultureller Kompetenzen mithilfe gezielter Fragestellungen: Wie entsteht Kultur? Was ist Interkulturalität? Welche Unterschiede gibt es zwischen Kulturen? Wie formt kulturelles Wissen unser Wirklichkeitsbild? Wie hängen Fremdbilder und Identität zusammen? Und wie kommuniziert man erfolgreich mit Mitgliedern anderer Kulturen?

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