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Paper [SQP] thus making a complete set of 10 SQPs. Furthermore, new typologies of subjective question sets including VSA, SA, LA type questions are given in



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student's examination  
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perspective. They use one culture's motives to move people from other cultures. In global marketing communication, the communicators use values systems of their native culture to develop advertising for other cultures. They use

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categorizations of one culture to describe others. Such divergence in attitudes, perspectives and priorities of suppliers, and customers with different cultural backgrounds have led to many project failures in international organizations. An in-

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depth understanding of cultural backgrounds and the potential impact on communication of the people one is interacting with can increase the probability of business success among investors, managers, entrepreneurs and employees



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operating in diverse cultures.  
However, effective cross cultural  
business communication needs to  
recognize and adopt an  
interdisciplinary perspective in  
understanding the cultural forces  
(Leung, K. et al., 2005). Therefore,

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we need a multidisciplinary  
paradigm to carry on effective and  
successful business communication  
in our contemporary global village. [?]

[?]

[?]

[?]

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