



Transculturalism and Business in the BRIC States: A Handbook

Yvette Sánchez, Claudia Franziska Brühwiler

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Transculturalism and Business in the BRIC States, edited by Yvette Sánchez and Claudia Franziska Brühwiler, is the first handbook on the BRIC States that offers a transcultural perspective, which goes beyond the typical “how to” manuals or economic projections and provides an understanding of transculturalism as it is studied and practiced in the respective countries themselves. This unique reference book also offers insights into the relations between the corresponding states and the challenges facing those trying to foster more intense business exchanges. The reader learns to interpret cross-cultural issues from the perspectives of the BRIC states themselves and gains insight into the way scholars in the BRIC area reflect on transculturalism. Moreover, it introduces the reader to fresh visualizations that help consider transculturalism beyond the known categories. The book will appeal, on the one hand, to practitioners who are active in the BRIC states and wish to better grasp the challenges to business relations, as well as the intra-area dynamics and, on the other hand, to scholars in transcultural studies and international management, due to its insider approach. Since the book combines theoretical concepts with a clear geographic focus and a critical approach to traditional models, it is suitable for both academic audiences as well as for practitioners who appreciate a sound theoretical base and a fresh take on a subject.

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