



Interkulturelle Kompetenz deutscher Expatriates in China: Qualitative Analyse, Modellentwicklung und praktische Empfehlungen (German Edition)

Thomas Wittkop

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Thomas Wittkop setzt sich mit der interkulturellen Kompetenz der in China tätigen deutschen Expatriates auseinander. Er wertet Interviews mit Repräsentanten der Firmen DaimlerChrysler, Henkel und ThyssenKrupp in Peking, Shanghai und Hongkong aus. Zur Auswertung werden neuartige theoretische Grundlagen und Methoden herangezogen. Dabei wird herausgearbeitet, welchen relevanten interkulturellen Anforderungen die Expatriates gerecht werden müssen.

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