

Richard R. Gesteland

Cross-Cultural Business Behavior

**Negotiating, Selling, Sourcing
and Managing Across Cultures**

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Foreword to the Fourth Edition

The changes in this new edition are responses to readers, including both academics and business people: new and updated negotiator profiles, new cases and examples, and more material on selling across cultures. My hope is that readers will continue to share their thoughts and ideas for improvements.

RRG
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