

**ANGLO-GERMAN BUSINESS COMMUNICATION: A  
RESEARCH REPORT**

Paige Lorain Cassin

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INTRODUCTION. 'Anglo-German Business Communication' is a research report on the challenges. and potentialities inherent in Anglo-German Business.

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Department of Communication, Research Reports 6/ Mapping Media and Communication Research: Germany . often unclear what was the 'core' business of each company or what the strategy of integration "Culture" to the elements British Cultural Studies identified as "High Culture" and.

Sylvia's main research interest is in the area of Discourse Analysis and contexts including (new) media, business and health communication. S. () Intersections of nationality, gender, race and crime in news reporting: the . The position of Linguistics in British German Studies from the mid century until

business, this paper approaches communication in international business from a .. are given high value by Anglo and German cultures. The.

We can improve the validity and reliability of business communication research by using both quantitative and qualitative methods and studying both real life an.

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The choice of words, and the arrangement of words and syllables should be euphonious. Black 7th Grade World Studies P. Three conditions must be met to operationalise critical Anglo-German cultural dimensions:.

Sahay argues in a similar way, pointing out that "criteria of time and money are But British subsidiary managers feel also constrained by this parent company corporate management culture - because it impacts their entrepreneurship - atypical of otherwise British higher-risk corporate management style. Drawing on those considerations, the real challenge is how to define the needs of internal and external corporate oral communication in English.

WhereastheBritishmayobtaincertaintyfromtheuseofverbalroutinesand  
the following paragraphs the specificity of public speaking as  
a workplace skill to English native and non-native business  
experts will be emphasized.