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Jean-Claude Usunier is an Honorary Professor of Marketing at HEC Lausanne, Switzerland, and author of various books on marketing and culture, including *International Marketing: A Cultural Approach*, *Marketing Across Cultures* and *International and Cross-Cultural Management Research*.

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Consequently to explore the problems faced by Western managers while doing business abroad and provide some guidelines for international business negotiations. The book is divided in four parts. The first part explains the nature of international business negotiations. The second part deals with culture and its aspect on international business and negotiations. Part three discusses

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