

Table of Contents

General Introduction: Cultural Adaptation in Mergers and Acquisitions <i>Michael B. Hinner</i>	15
Intercultural Communication for a Global Society <i>D. Ray Heisey</i>	45
Understanding Global Relations through Local Motivations <i>Bradford J. Hall</i>	73
A Review of the Concept of Intercultural Effectiveness <i>Guo-Ming Chen</i>	95
Adapting to a New Culture: An Integrative Communication Theory <i>Young Yun Kim</i>	117
Managing Intercultural Conflict: Applying the Culture-based Situational Conflict Model <i>John G. Oetzel, Adolfo Jose Garcia</i>	157
Cultural Constraints in Management Theories <i>Geert Hofstede</i>	185
Contrastive prototypes of Communication Styles in Decision-Making: Mawashi Style vs. Tooshi Style <i>Teruyuki Kume</i>	109
Assertiveness as Communication Competence: A Comparison of the Communication Styles of American and Japanese Students <i>Arvind Singhal, Motoko Nagao</i>	229
The Practice of Transformational Leadership in Chinese Cultures: Constraints and Promises <i>Vivian Sheer</i>	249

The Effect of Intercultural Sensitivity on Employee Performance in Cross-Cultural Service Encounters in London and Florida <i>Steve Sizoo</i>	271
Gender-related differences in Intercultural Communication <i>Andrea Graf</i>	297
Advertising to the Bottom of the Pyramid: Communicating with Consumers in Developing Markets <i>Barbara Mueller</i>	317
The Reflection of Culture in Global Business and Marketing Strategy <i>Marieke de Mooij</i>	341
Visual Advertising across Culture <i>Paul Messaris</i>	357
The Role of Culture in Persuasive Presentations: An Israeli and New Zealand Student Video Exchange <i>Prue Holmes, Nurit Zaidman</i>	391
Pragmatic Diversity, Pragmatic Transfer, and Cultural Identity <i>Yuxin Jia</i>	413
Hispanic Ad Agencies: Taking the Pulse of Their Market <i>Felipe Korzenny, Maria Garcia Inglessis</i>	435
Brand-building in the Chinese Social and Cultural Contexts: Characteristics, Trends, and Problems <i>Junhao Hong, Xianhong Chen</i>	443
Is the Chinese Self-Construal in Transition? <i>Nagesh Rao, Arvind Singhal, Li Ren, Jianying Zhang</i>	453
Touring Culture(s): Intercultural Communication Principles and International Tourism <i>Sundae R. Bean, Judith N. Martin</i>	485