Understanding Intercultural Interaction

An Analysis of Key Concepts, 2nd Edition

Frank Fitzpatrick

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2nd Edition

by

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United Kingdom – North America
Japan – India – Malaysia – China

Emerald Publishing Limited
Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL.

First edition 2024

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British Library Cataloguing in Publication Data
A catalogue record for this book is available from the British Library

ISBN: 978-1-83753-441-8 (Print)
ISBN: 978-1-83753-438-8 (Online)
ISBN: 978-1-83753-440-1 (Epub)

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About the Author

Dr Frank Fitzpatrick is a highly qualified and accomplished international business leader, intercultural consultant and academic. For over 25 years, he has worked as an intercultural specialist extensively across several continents in complex strategic environments, successfully promoting intercultural awareness and collaboration among diverse groups of people from different cultural backgrounds. He has a PhD in Cross-cultural Communication, Master's degrees in Business Administration and Linguistics and is a Senior Fellow of the Higher Education Academy. He is currently Director of the Strategic Business Management Programme in the Business School for the Creative Industries at the University of the Creative Arts in the UK.

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Foreword

This book is aimed at students and professionals who wish to deepen their knowledge of how people interact in intercultural contexts by providing an overview of key concepts from a breadth of perspectives. Living, working and studying in intercultural and international contexts is ever more relevant to everyone, whether as language educators or students of social sciences, men and women working in international business and human resources or professionals dealing with issues in international relations and international development and specialist sectors such as industry, diplomacy, health and education, among others. As education and work become increasingly international, every student and professional at some point is likely to feel the need to explore and discuss concepts of culture and identity in order to be prepared for intercultural encounters in the globalised workplace, not least to understand themselves and the role that they play in their own society and on the international stage. For this, they will need the opportunity to be informed on and to explore notions of culture and identity and how they relate to their lives and future work. This book, then, brings together the most important and widely used concepts and theories relating to intercultural interaction in an informative and accessible manner in order to enable students and professionals of all backgrounds to improve their knowledge and prospects for the future. This will enrich the experience of intercultural interaction, improve the quality of business policies and dealings and build tolerance and understanding of different perspectives and conditions across the world of work and study.