



Intercultural Competence Plus MySearchLab with eText -- Access Card Package (7th Edition)

Myron W. Lustig, Jolene Koester

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Intercultural Competence provides students with the tools to succeed in today's intercultural world.

Blending both the practical and theoretical, this text offers students the requisite knowledge, the appropriate motivations, and the relevant skills to function competently with culturally-different others. The text provides a discussion of important ethical and social issues relating to intercultural communication and encourages students to apply vivid examples that will prepare them to interact better in intercultural relationships.

Learning Goals

Upon completing this book, readers will be able to:

- Appreciate the impact of cultural patterns on intercultural communication
- Use both practical and theoretical ideas to understand intercultural communication competence
- Understand some of the central contexts – in health, education, business, and tourism – in which intercultural communication occurs
- Discuss cultural identity and the role of cultural biases

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