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Words Matter: Communicating Effectively in the New Global Office

Elizabeth Keating, Sirkka L. Jarvenpaa
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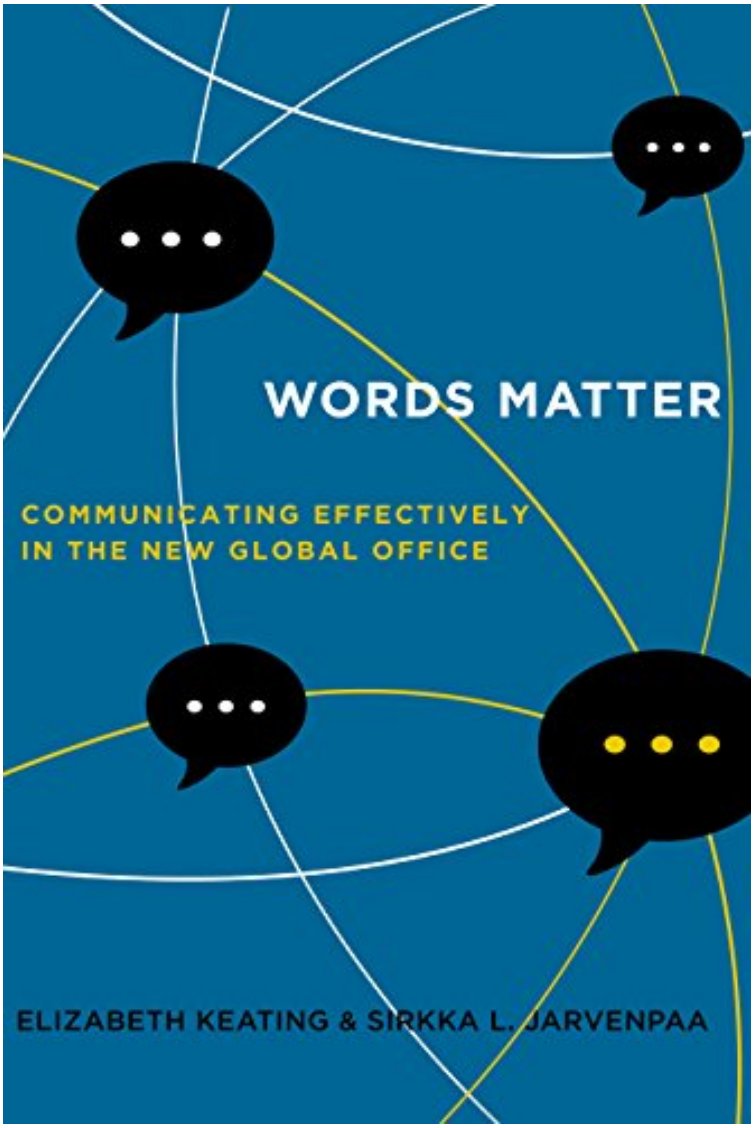

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Elizabeth Keating, Sirkka L. Jarvenpaa : Words Matter: Communicating Effectively in the New Global Office before purchasing it in order to gage whether or not it would be worth my time, and all praised Words Matter: Communicating Effectively in the New Global Office:

0 of 0 people found the following review helpful. I really liked how some surprising angles (such as swearing or joking) ...By Willem StandaertThe authors translate insight from both their own and others' research into hands-on advice for global office communication. I really liked how some surprising angles (such as swearing or joking) are used as an introduction for important theoretical concepts (such as the active role of the communication partner and establishing common ground). Reading the book helps you to become more sensitive to the (cultural) background of

the people that you communicate with and applying the recommendations results in more effective distributed meetings and email interactions.0 of 0 people found the following review helpful. Five StarsBy CustomerWonderful book. Very timely.

In a twenty-first-century global economy, in which multinational companies coordinate and collaborate withnbsp;partners and clientele around the world, it is usually English that is the parlance of business, research, technology, and finance. Most assume that if parties on both ends of the conferencenbsp;call are fluent English speakers, information will be shared seamlessly and without any misunderstanding. But is that really true? nbsp;Words Matter examines how communications between transnational partners routinely break down, even when all parties are fluent English speakers. The end result is lost time, lost money, and often discord among those involved. Whatrsquo;s going wrong? Contrary to a common assumption, language is never neutral. Its is heavily influenced by onersquo;s culture and can often result in unintended meanings depending on word choice, a particular phrase, or even onersquo;s inflection. A recent study of corporate managers found that one out of five projects fail primarily because of ineffective transnational communication, resulting in the loss of millions of dollars. nbsp; In Words Matter, you will venture into the halls of multinational tech companies around the world to study language and culture at work; learn practical steps for harnessing research in communication and anthropology to become more skilled in the digital workplace; and learn to use the ldquo;Communication Plus Model,rdquo; which can be easily applied in multiple situations, leading to better communication and better business outcomes. nbsp;

From the Inside Flapldquo;Words Matter is a great resource for anyone involved with global or remote teams. . . .The solution lists in each chapter are lights along the path which provide a better communication strategy, no matter the size of your business or its goals. I strongly recommend this book for leaders in today's global technology ecosystem. . . .rdquo;mdash;Tonya Browning, Vice President, UX Engineering. "This well-written, thoughtful book is geared towards business men and women who work in global teams, offering linguistic anthropological insights into how they might improve their cross-cultural communication and avoid mishaps. Miscommunication is often so frustrating and opaque when you are in the middle of it. These authors use succinct and to-the-point examples to illustrate how and why miscommunication in global workplaces happens so easily, and so frequently. The authors provide superb analytical tools and thoughtful suggestions for improving communication across cultures and continents."mdash;Ilana Gershon, author of The Breakup 2.0: Disconnecting over New Media. nbsp;