

## **Cross-cultural Issues and International Business Communication Practice: From an Anthropological Perspective**

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**ABSTRACT** In today's increasingly competitive business environment, in order to be successful, communication is one of the most significant functions for all kinds of business firms to master, and it is particularly essential for firms doing business internationally. This paper converses key components of intercultural concerns in business communication worldwide, and offers a skeleton for bringing competitive advantage to companies involved in global business. Culture exerts impact on countless features of global business communication, which in turn influences consumer behavior, localization and standardization strategy decisions, free trade policies, effectiveness of brand , advertising, business partnership, international marketing negotiation, and global business management. Several premises are proposed as guidelines for further examinations.