



Chinese Culture in a Cross-Cultural Comparison (Freiberger Beiträge zur interkulturellen und Wirtschaftskommunikation)

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Chinese culture has a very long and extraordinary tradition. With China's rapid economic growth and a population of more than one billion people, China has become a very important market for many companies. In order to conduct business in a particular country, it is necessary to also understand the culture of that country. After all, culture influences people's behavior and communication - also in the world of business. That is why an understanding of a country's culture is crucial when communicating with all relevant stakeholders including its consumers, businesses, employees, and government authorities. This eighth volume of the *Freiberger Beiträge* seeks to provide some essential insights into Chinese culture to help improve transactions and relationships with Chinese stakeholders. The contributing authors help explain the various facets of Chinese culture revolving around communication, business negotiations, and conflict management.

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