



Bridging Differences: Effective Intergroup Communication (Interpersonal Commtexts)

William B. Gudykunst

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Bridging Differences: Effective Intergroup Communication is based on the assumption that the processes operating when we communicate with people from other groups are the same processes operating when we communicate with people from our own groups. Author William B. Gudykunst has written this book from the perspective of "communicating with strangers" and addresses how factors related to our group memberships (e.g., inaccurate and unfavorable stereotypes of members of other cultures and ethnic groups) can cause us to misinterpret the messages we receive from members of those groups.

Designed for students taking courses in Intercultural Communication or Intergroup Communication, **Bridging Differences** is also useful for many courses in Cultural Studies, Anthropology, Sociology, and Management.



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