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Charles W. L. Hill is the Hughes M. and Katherine Blake Professor of Strategy and International Business at the Foster School of Business, University of Washington. The Foster School has a Center for International Business Education and Research (CIBER), one of only 17 funded by the U.S. Department of Education, and is consistently ranked as a Top-25 business school.

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This book demonstrates how the theories and insights of anthropology have positively influenced the conduct of global business and commerce, providing a foundation for understanding the impact of culture on global business, and global business on culture.

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