Transculturalism and Business in the BRIC States

A Handbook

Edited by Yvette Sánchez and Claudia Franziska Brühwiler

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Claudia Franziska Brühwiler is a political scientist, project coordinator, and a lecturer at the University of St.Gallen. In addition to her research focus on American political culture and the interplay of politics and literature, she is interested in the challenges of interdisciplinarity and transculturalism.

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