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As far as the analysis of the strategic component of the business communication is concerned, it is necessary to distinguish between two main components: a sociocultural component and a strategic component.

The sociocultural component of the business communication is concerned with the ability to use verbal and non-verbal strategies to realize and maintain contact with foreign partners and to manage the communication act in accordance with the intention of the speaker. This type of communication can be divided into two main categories: a socio-cultural component and a strategic component.

The socio-cultural component of the business communication starts on the basis of the analysis of the variables of the cultural environment of the business communication. This type of communication can be divided into two main categories: a socio-cultural component and a strategic component. The analysis of the socio-cultural component of the business communication starts on the basis of the analysis of the variables of the cultural environment of the business communication. This type of communication can be divided into two main categories: a socio-cultural component and a strategic component.

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Authors