



# Intercultural Competence (7th Edition)

By Myron W. Lustig, Jolene Koester

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**Intercultural Competence provides students with the tools to succeed in today's intercultural world.**

Blending both the practical and theoretical, this text offers students the requisite knowledge, the appropriate motivations, and the relevant skills to function competently with culturally-different others. The text provides a discussion of important ethical and social issues relating to intercultural communication and encourages students to apply vivid examples that will prepare them to interact better in intercultural relationships.

## **Learning Goals**

Upon completing this book, readers will be able to:

- Appreciate the impact of cultural patterns on intercultural communication
- Use both practical and theoretical ideas to understand intercultural communication competence
- Understand some of the central contexts — in health, education, business, and tourism — in which intercultural communication occurs
- Discuss cultural identity and the role of cultural biases

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### Editorial Review

#### About the Author

**Dr. Myron W. (Ron) Lustig** is a renowned teacher, writer, scholar, and researcher. After receiving his Ph.D. from the University of Wisconsin, he had a distinguished career as a professor of communication at San Diego State University (SDSU). He is now an emeritus professor at SDSU, a past president of the Western States Communication Association (WSCA), and a recent recipient of WSCA's Distinguished Service Award, its highest honor. He is a former editor of *Communication Reports* and is currently on the editorial boards of several intercultural communication journals. His teaching and research interests include intercultural, group, and interpersonal communication theories, methods, and processes. Dr. Lustig has written 9 books or book revisions, over 30 scholarly research articles, and numerous conference papers. During several recent spring semesters, he has gained additional practical and theoretical lessons about *Intercultural Competence* while teaching intercultural communication to undergraduate and graduate students at Shanghai International Studies University.

**Dr. Jolene Koester** was president of California State University, Northridge, one of the largest and most diverse campuses in the 23-campus California State University system, from 2000-2011. Under her leadership, the University improved graduation and retention rates, created a user-friendly campus, strengthened connections with the community, and increased fundraising. She also worked to make the University more learning-centered and focused on student success. Known nationally for her leadership in higher education, she currently serves on the board of directors of NAFSA, an association of international educators. She is also a past chair of the Board of Directors for the American Association of State Colleges and Universities, a former president of the Western States Communication Association, and remains active in issues related to higher education access and leadership. After earning a Ph.D. in speech communication from the University of Minnesota, she began her academic career as a professor of communication studies at California State University, Sacramento, and served in a variety of administrative positions there, including provost and vice president for academic affairs, prior to her appointment as president of Cal State Northridge.

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