

List of Publications by Christine Uber Grosse

ARTICLES

- U.S.-Asian Communication Strategies to Develop Trust in Business Relationships. *Global Business Languages*. 2006.
- From the Classroom to the Community: Strategic Alliances for Business Languages. With William E. King. *The Journal of Language for International Business*, 16, 1 2005, 16,1.
- The competitive advantage of foreign language and cultural knowledge. *Modern Language Journal*, 88, iii, 2004. Pp. 351-73.
- How distance learning changes faculty. *International Journal of Instructional Technology and Distance Learning*. June, 2004. Vol. 1, No. 6. www.itdl.org/Journal/Jun_04/article05.htm
- English business communication needs of Mexican executives in a distance learning class. *Business Communication Quarterly*, 2004. bcq.sagepub.com/content/vol67/issue1/
- E-communication strategies for the business language class. *Global Business Languages*, 2003. www.mgmt.purdue.edu/centers/ciber/publications/gbl/gbl-main.htm
- The making of a CD: Family-owned business in Latin America. With Wanda Lauterborn. *The Journal of Language for International Business*, 2003. 14, 2, 1-10.
- Research Priorities in Languages for Specific Purposes. *Global Business Languages*, Purdue University, IN, 2002. 3-33. www.mgmt.purdue.edu/centers/ciber/publications/gbl/gbl-main.htm
- Managing communication within virtual intercultural teams. *Business Communication Quarterly*, 2002. 65 (4), 22-38.
- "Mexican Managers' Perceptions of Cultural Competence." *Foreign Language Annals*. July-August, 2001, 34, iv, 334-340.
- www.actfl.org/i4a/pages/Index.cfm?pageid=4049#mexican
- "Global Managers' Perceptions of Cultural Competence." *Global Business Languages*. Eds. Christiane E. Keck & Allen G. Wood. West Lafayette,

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- "The Economic Utility of Foreign Language Study." *The Modern Language Journal* 82,4 (1998): 457-72. with Walter Tuman and Mary Anne Critz.
- "Corporate Recruiter Demand for Foreign Language and Cultural Knowledge." *Global Business Languages* 1998: 1-22.
- "Distance Education: Lessons from a Multicultural Telecourse." *TESOL Matters* (Spring, 1997).
- "Content and Pedagogy in Teaching Foreign Business Language Classes." *Proceedings of the 1995 CIBER/California State University International Business Consortium Symposium*. Feb. 24, 1995: 103-107.
- "The Foreign Language Methods Course." *Modern Language Journal* 77 (1993): 303-312.
- "The Cultural Content of Business Spanish Texts." *Hispania* 75 (1992): 223-28. with David M. Uber.
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- "The TESOL Methods Course." *TESOL Quarterly* 25 (1991): 29-49.
- "The Evolution of Languages for Specific Purposes in the United States." *Modern Language Journal* 75 (1991): 181-95 with G. M. Voght.
- "The Cultural Content of Business French Texts." *French Review* 65 (1991): 247-254 with D. M. Uber.
- "Impact of the Proficiency Movement on Florida." *Hispania* 74 (1991): 205-209 with Carine. Feyten.
www.cervantesvirtual.com/servlet/SirveObras/01361664235684833200024/p0000022.htm#l_40
- "Foreign Languages for Business and the Professions at US Colleges and Universities." *Modern Language Journal* 74 (1990): 36-47 with Geoffrey M. Voght.

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Speaking of Business. Boston, MA: Heinle & Heinle; 1995 (with Liz England).

ESOL Strategies for Content Area Teaching. Study Guide for the Telecourse. Miami: WLRN/Florida Department of Education, 1991. (with Allene Grognet).

Case Studies in International Business. Englewood Cliffs, NJ: Prentice-Hall, 1988 (with Robert E. Grosse). Pp. xv, 155.

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"Global E-Commerce at United Parcel Service" in the Thunderbird Case Series, reprinted in Deresky, Helen. *International Management*, 5 edition, Prentice-Hall, Jan. 2005.

"Global E-Commerce at United Parcel Service" in the Thunderbird Case Series, reprinted in Thompson, Strickland and Gamble. *Crafting and Executing Strategy: The Quest for Competitive Advantage*, 14th edition, Irwin/McGraw Hill, 2004.

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"Breaking Boundaries: Distance Education for Adult Learners." *Beyond the Boundaries. Changing Contexts in Language Learning*. Ed. Roberta

Z. Lavine. Boston: McGraw Hill with the Northeast Conference on the Teaching of Foreign Languages, 2001, 61-79.

"Global Strategy for Developing Cross-Cultural Competence" *Thunderbird Series on Corporate Strategy*. Ed. Robert E. Grosse. New York: John Wiley & Sons, 2000, pp. 308-327.

Lesikin, J. (Ed.) "Experiencing the Magic of Distance Learning." *Proceedings of the NJ Statewide Higher Education Conference*. 2000.

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"American and European Perspectives on Languages for Specific Purposes." *Foreign Language Education: A Global View*. Ed. Gerard L. Ervin, ACTFL Review of Foreign Language Education. Yonkers, NY: American Council on the Teaching of Foreign Languages, 1991 (with Geoffrey Kingscott): 160-176.

CASES

- *Innovation and Customer Service at Grupo Supermercados Wong: A Peruvian Success Story* Teaching case and teaching note developed for the Thunderbird Case Clearinghouse, 2004.
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 - *Doing the Right Thing: Bank One's Response to the Mutual Fund Scandal* Teaching case and teaching note developed for the Thunderbird Case Clearinghouse,
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 - *Commercial Customer Service at Bank One*. Teaching case and teaching note developed for the Thunderbird Case Clearinghouse, 2003
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www.thunderbird.edu/about_thunderbird/case_series/2002/02-0010.htm
- "Global E-Commerce at United Parcel Service" in the Thunderbird Case Series, reprinted in Deresky, Helen. *International Management*, 5 edition, Prentice-Hall, Jan. 2005.

“Global E-Commerce at United Parcel Service” in the Thunderbird Case Series, reprinted in Thompson, Strickland and Gamble. *Crafting and Executing Strategy: The Quest for Competitive Advantage*, 14th edition, Irwin/McGraw Hill, 2004.

DVD/CD SET

Innovation and Customer Service at E. Wong Supermarkets: A Peruvian Success Story. DVD of video interviews in Spanish with executives, study questions, photo gallery, and transcriptions. Project funded by Thunderbird CIBER.

VIDEOS

Comunicaciones interculturales. Factores que pueden afectar el éxito en los negocios en Latinoamérica. [Intercultural communications. Factors that affect success in business in Latin America.] 2001. Thunderbird CIBER. Associate Producer with Wanda Lauterborn.

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