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## Managing Across Cultures: The Seven Keys to Doing Business with a Global Mindset

By Charlene M. Solomon, Michael S. Schell

McGraw Hill Education, 2009. Hardcover. Book Condition: New. First edition. Whether you run a giant corporation or work in a small business, it's more than likely that you regularly deal with people of different cultures—from customers and suppliers to salespeople and colleagues. It simply can't be overstated: You will have trouble succeeding in business today if you don't appreciate and know how to actively manage global cultural diversity. *Managing Across Cultures* examines why people around the world behave as they do and provides actionable tactics for succeeding in today's global business environment. Experts in the field of cross-cultural training, Michael Schell and Charlene Solomon describe seven readily recognizable behaviors and explain what they mean, how to interpret them, and most importantly, how to respond to them. *Managing Across Cultures* is filled with case studies illustrating the importance of understanding and dealing with cultural differences in all aspects of business. You'll learn how: \* Intel's powerful global corporate culture is a critical element of its historic success \* Colgate-Palmolive integrates cultural understanding into its global marketing programs \* GE adapts its effective management style to local business cultures You'll also find out how underestimating cultural influence caused serious problems for organizations...



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