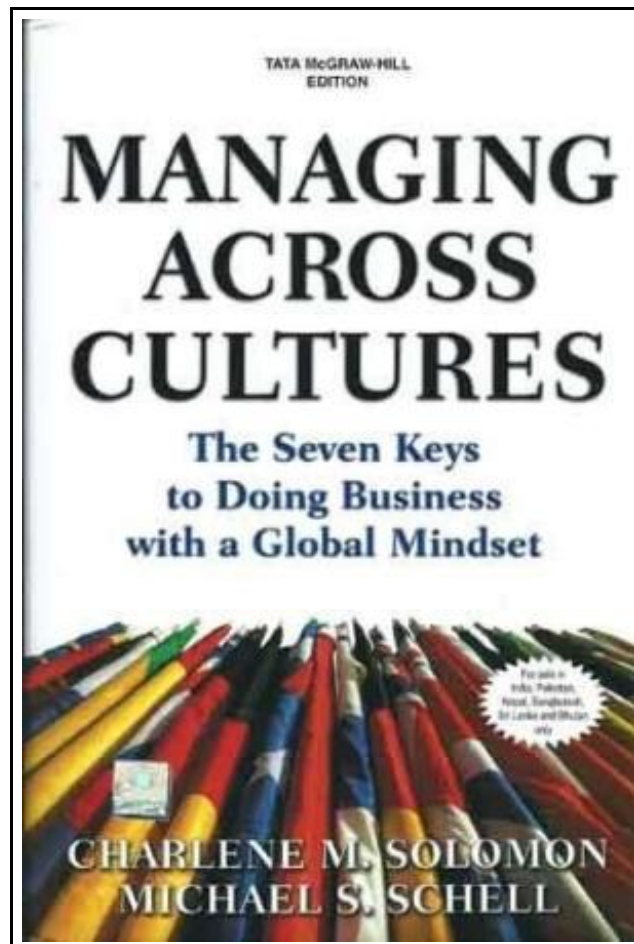


## Managing Across Cultures: The Seven Keys to Doing Business with a Global Mindset



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*(Stefan Von)*

## MANAGING ACROSS CULTURES: THE SEVEN KEYS TO DOING BUSINESS WITH A GLOBAL MINDSET



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 like DaimlerChrysler and Wal-Mart. *Managing Across Cultures* takes you far beyond other books that simply catalog the customs, gestures, and language vagaries of other cultures. This in-depth, strategic guide will help in every facet of business—from hiring and motivating employees to developing winning sales pitches and marketing campaigns.

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1. Why Becoming CultureWise is More Important than Ever Before for Business Success

PART 2: What is Culture and What is Personal Style?

2. What is Culture? Understanding the CW Cultural Dimension and Your Personal Style

3. Hierarchy

4. Formality

5. Group Dependence

6. Relationships/Connections...



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