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"... A MASTERPIECE." – TOM PETERS

REVISED AND UPDATED **THIRD EDITION**

RIDING THE WAVES OF CULTURE



Understanding Diversity
in Global Business

FONS TROMPENAARS
& CHARLES HAMPDEN-TURNER

The definitive guide to cross-cultural management - updated to help you lead effectively during a time of unprecedented globalization. First published nearly 20 years ago, *Riding the Waves of Culture* became the standard guide to leading effectively in an international business context. Now, the third edition takes you beyond cross-cultural awareness and issues to help you take strategic advantage of cultural differences in the business environment.

Leveraging their expansive cultural database as well as brand-new research findings, the authors explain how to build the skills, sensitivity, and cultural awareness necessary to managing effectively across cultural borders and seize all the opportunities diversity brings to an organization.

Title : Riding the Waves of Culture
Author : Charles Hampden-Turner & Fons Trompenaars
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File Size : 8.42MB

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