



## Managing Across Cultures: The 7 Keys to Doing Business with a Global Mindset (Hardback)

By Charlene Solomon, Michael S. Schell

McGraw-Hill Education - Europe, United States, 2009. Hardback. Condition: New. Language: English . Brand New Book. hether 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...



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