

The bestselling guide to cross-cultural leadership Since its original publication, *Riding the Waves of Culture* has been considered the definitive guide to one of the 21st century's most pressing management concerns—effectively leading people and organizations in an increasingly global business environment. Today's business landscape is barely a shadow of what it was only a few years ago, when managers' main concerns were being aware of cultural differences and preventing embarrassments. Now, you must take it a step further to leverage cultural differences for maximum competitive advantage. The highly anticipated third edition of this business classic brings you completely up-to-date in a world transformed by radical changes in politics, society, the economy, and technology. Retaining its detailed descriptions of the underlying cultural frameworks that affect day-to-day business, *Riding the Waves of Culture, Third Edition*, provides new, evidence-based information and insight on: M&A—how dealing with (national and corporate) cultural differences can enhance and improve chances of success in these often risky endeavors An Increasingly Diverse Business World—including improved and expanded measurements of competences, dilemmas and their reconciliations, servant leadership, innovation, and remote-team effectiveness Cultural Convergence—analysis of changes in the past 25 years bringing the world closer to a single “global village” The ability to lead effectively in a global business environment is perhaps the most valuable skill anyone can bring to an organization. The most thoroughly researched and highly respected resource of its kind, *Riding the Waves of Culture* doesn't just help you stay afloat in today's diverse work environment; it provides the knowledge you need to seize the advantage and compete for the long run.

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*Riding the Waves of Culture* shows international managers how to build the skills, sensitivity, and cultural awareness needed to establish *Riding the Waves of Culture: Understanding Diversity in Global Business 2/E: 2nd Edition* 3 stars. The highly anticipated third edition of this business classic brings you the *Waves of Culture: Understanding Diversity in Global Business 3/E*.

*Riding the Waves of Culture: Understanding Diversity in Global Business* Nicholas Brealey Publishing, Jan 11, - Business & Economics - pages *Riding the Waves of Culture: Understanding Diversity in Global Business 3/E*.

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Contents; Foreword; Acknowledgments; 1: An Introduction to Culture ; 2: The One Best Way of Organizing Does Not Exist; 3: The Meaning of Culture; . akaiho.com: Riding the Waves of Culture: Understanding Diversity in Global Business 3/E () by Fons Trompenaars; Charles. Buy Riding the Waves of Culture: Understanding Diversity in Global Business 3/E by Fons Trompenaars at akaiho.com This is the third edition of the definitive text on cultural diversity in business that Riding the Waves of Culture: Understanding Diversity in Global Business 3/E. Describes successful and failed cross-cultural business transactions of Riding the Waves of Culture: Understanding Diversity in Global Business 3/E. Riding the Waves of Culture: Understanding Diversity in Global Business 3/E Â· Fons Trompenaars, Charles Hampden-Turner No preview available - Coupons & Deals Board Books: Buy 2, Get the 3rd Free Sale . Riding the Waves of Culture: Understanding Diversity in Global Business / Edition 3 end of the rental period details; Textbook Rentals in 3 Easy Steps details . The Six Sigma Way: How GE, Motorola, and Other Top Companies are Honing. Riding the waves of culture: understanding cultural diversity in global business / Fons Trompenaars and Charles Hampden-Turner Trompenaars, Alfons. Riding the Waves of Culture: Understanding Diversity in Global Business .. The exploration of business overseas is the purpose of this book. Feels a bit. First published nearly 20 years ago, Riding the Waves of Culture became the standard guide to leading effectively in an international business context. effectively across cultural bordersâ€™”and seize all the opportunities diversity brings to an.

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