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â€¢ Global travel & cross cultural interaction involved for employees â€¢ Cultures, values, beliefs, ideas, practices, systems, etc. differ across the globe â€¢ One may be aware of the differences, but one needs to be able to bridge the cultural gap between & within teams to be able to function

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Managing Across Cultures. Prentice Hall. 2. Richard Lewis: When Cultures Collide About Authors Susan C. Schneider (Swiss ) Susan C. Schneider, is professor of human resources at HEC Geneva, (Hautes Etudes Commerciales Geneve), part of the Faculty of Economics and Social Sciences at the University of Geneva.

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# b l i d f l i When Cultures Collide LEADING ACROSS CULTURES Richard D. Lewis A Major New Edition of the Global Guide 31573 01 i-xxiv 1-176 r13rm 8/18/05 2:56 PM Page v

### **When Cultures Collide: LEADING ACROSS CULTURES**

different cultures.â€• The importance of cross-cultural management lies in the on-growing co-operation between companies in different countries where difficulties may arise because of the different cultural

backgrounds. One of the well-known researchers in the field of culture and management is Geert Hofstede (1980).

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where stability is being encouraged. So, it is the cultural background that creates differences (Reynolds, 1986). Dimensions of Difference Differences in work-related attitudes exist across a wide range of cultures (Adler, 1997). Geert Hofstede (1980), an eminent Dutch management researcher, conducted a big survey of 1,60,000

### **MANAGING CROSS-CULTURAL DIVERSITY**

Managing Across Cultures Susan C. Schneider HEC University of Geneva Jean-Louis Barsoux IMD GÃ¼nter K. Stahl Vienna University of Economic and Business (WU Vienna) PEARSON Harlow, England & London \* New York & Boston & San Francisco & Toronto & Sydney

### **Managing Across Cultures Susan C. Schneider Jean-Louis**

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concepts, Managing People Across Cultures isn't light reading. It offers a worthy lecture nonetheless for human resource professionals and executive leaders alike. Lothar Katz is the founder of Leadership Crossroads. He has a wealth of experi-ence in achieving productive cooperation across cultures and driving business success on a global scale.

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### **Managing Across Cultures: Problems and Possibilities**

Welcome to Managing Across Cultures, the first cross cultural consulting firm established in India in 1982 and Boston in 1985. We have been pioneers in providing coaching and training for global leaders and cross-border multicultural teams. Our President, Dr. Zareen Karani Araoz was invited to be on President Obama's Business Delegation to India, representing the US-India Business Council as ...

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Our Managing Across Cultures course addresses these issues head on. Becoming aware of our cultural dynamics is a difficult task because culture is not conscious to us. Since we are born we have learned to see and do things at an unconscious level.

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competitive advantages. As a result, the number of enterprises conducting business across the national borders has increased exponentially. Today, every manager need the knowledge and skills to manage employees from cultures other than his or her own. This course aims to provide students with a working knowledge of cross-cultural management, help

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