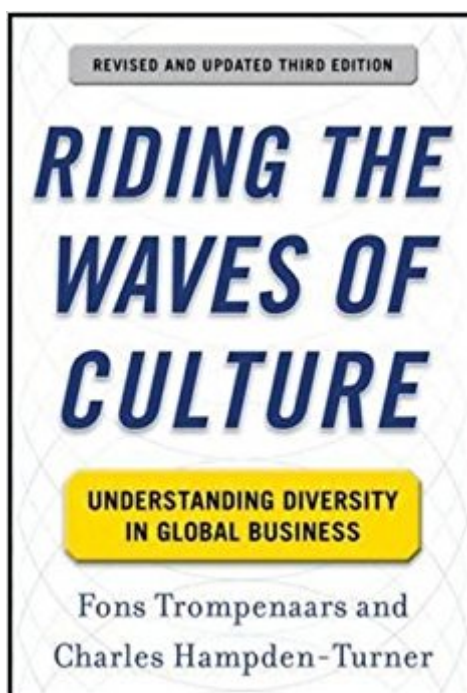The book was found

Riding The Waves Of Culture: Understanding Diversity In Global Business 3/E

Synopsis

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 centuryÃ¢â ¬â„¢s most pressing management concernsÃ¢â ¬â ¢effectively leading people and organizations in an increasingly global business environment. TodayÃ¢â ¬â„¢s business landscape is barely a shadow of what it was only a few years ago, when managersÃ¢â ¬â„¢ 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&AÃ¢â ¬â ¢how dealing with (national and corporate) cultural differences can enhance and improve chances of success in these often risky endeavors An Increasingly Diverse Business WorldÃ¢â ¬â ¢including improved and expanded measurements of competences, dilemmas and their reconciliations, servant leadership, innovation, and remote-team effectiveness Cultural ConvergenceÃ¢â ¬â ¢analysis of changes in the past 25 years bringing the world closer to a single Ã¢â ¬Å"global villageÃ¢â ¬Â• 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 doesnÃ¢â ¬â„¢t just help you stay afloat in todayÃ¢â ¬â„¢s diverse work environment; it provides the knowledge you need to seize the advantage and compete for the long run.

Book Information

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Customer Reviews

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 Ã¢â ¬Å"issuesÃ¢â ¬Â• 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 for managing effectively across cultural bordersÃ¢â ¬â ¢and seize all the opportunities diversity brings to an organization.Riding the Waves of Culture has been fully updated to include: New chapters on partnerships, mergers, and acquisitions New insight into cultural convergence New perspectives on the dynamics of national culture and corporate culture New ways to reconcile cultural differences, innovate, and apply servant leadership New appendix material, including access to online learning system and self-tests

Fons Trompenaars is a world-renowned expert on international management and the author of the global bestseller Riding the Waves of Culture, which has sold hundreds of thousands of copies and has been translated into a dozen languages. The cofounder and director of Trompenaars Hampden-Turner, he is the author or coauthor of 11 bestselling books on culture and business, innovation, and leadership. He was recently named one of the most influential management thinkers alive by The Thinkers50. Charles Hampden-Turner is research associate with Trompenaars Hampden-Turner in Amsterdam. Recognized as a key business thinker, he has worked as a consultant for Shell, BP, Digital Equipment, the BBC, Nissan, and many other companies.

I've been working in Europe and Asia for the better part of 10 years and kick myself for not seeking out the information provided here. I'm only a 1/3 into the material and have already had a number of 'Ah Ha!' moments.

Interesting read

incontournable

A classical. If you want to understand international teams in depth, it is a must.

good

Great book! 100% recommended!!

Thanks

I certainly do not agree with the book being boring; I found it a very informative and a fun read, especially compared to your average more abstract management study books. The book is full with real life cases and examples, making it alive and relevant.Also, in my opinion, one of the main arguements the authors of the book try to make is that culture can NOT be placed in a box, as compared to what some other cross cultural models tend to do. Using for instance normal distributions to describe dimension's outcomes, and by often commenting, the authors go on to explain that a (nation's) culture is not purely "A or B", instead they describe that one's preference is more like taking "A" as a starting point towards "B", or vice versa.I agree that one of the best ways to learn about one actual culture is by living amongst them. However, from own experience I can tell that this will mostly familiarize one with expressive, superficial expressions of culture. Truly understanding WHY someone does things the way he/she does, deeper core values, norms and basic implicit assumptions of life is a whole other level of dealing with differences. This book is a good tool to help one understand the core's of our differences, preparing you a lot better for a diverse multinational life.

Riding the Waves of Culture: Understanding Diversity in Global Business 3/E Diversity Matters: Understanding Diversity in Schools (WhatÃ¢ ¬â„¢s New in Education) Leininger's Culture Care Diversity And Universality: A Worldwide Nursing Theory (Cultural Care Diversity (Leininger)) Cultural Diversity in Health and Illness/Culture Care: Guide to Heritage Assessment Health (Cultural Diversity in Health & Illness (Spector)) Introduction to Global Business: Understanding the International Environment & Global Business Functions New Waves in Philosophical Logic (New Waves in Philosophy) New Waves in Epistemology (New Waves in Philosophy) Bethany Hamilton: Riding the Waves (Heroes for Young Readers) Riding: The Game of Polo (Riding series) Trail Riding Western Montana (Falcon Guides Trail Riding) Measuring and Monitoring Biological

Diversity. Standard Methods for Amphibians (Biological Diversity Handbook) Glencoe iScience Modules: Life iScience, Animal Diversity, Student Edition (GLEN SCI: ANIMAL DIVERSITY) Understanding Global Cultures: Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents, and Diversity Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Essentials Of Health, Culture, And Diversity: Understanding People, Reducing Disparities (Essential Public Health) Beauty and Business: Commerce, Gender, and Culture in Modern America (Hagley Perspectives on Business and Culture) Business Turnaround Blueprint: Take Back Control of Your Business and Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working Business Owner) No Bull Review - Global History and Geography Regents: Global 1 and Global 2 Format Sold into Extinction: The Global Trade in Endangered Species: The Global Trade in Endangered Species (Global Crime and Justice)