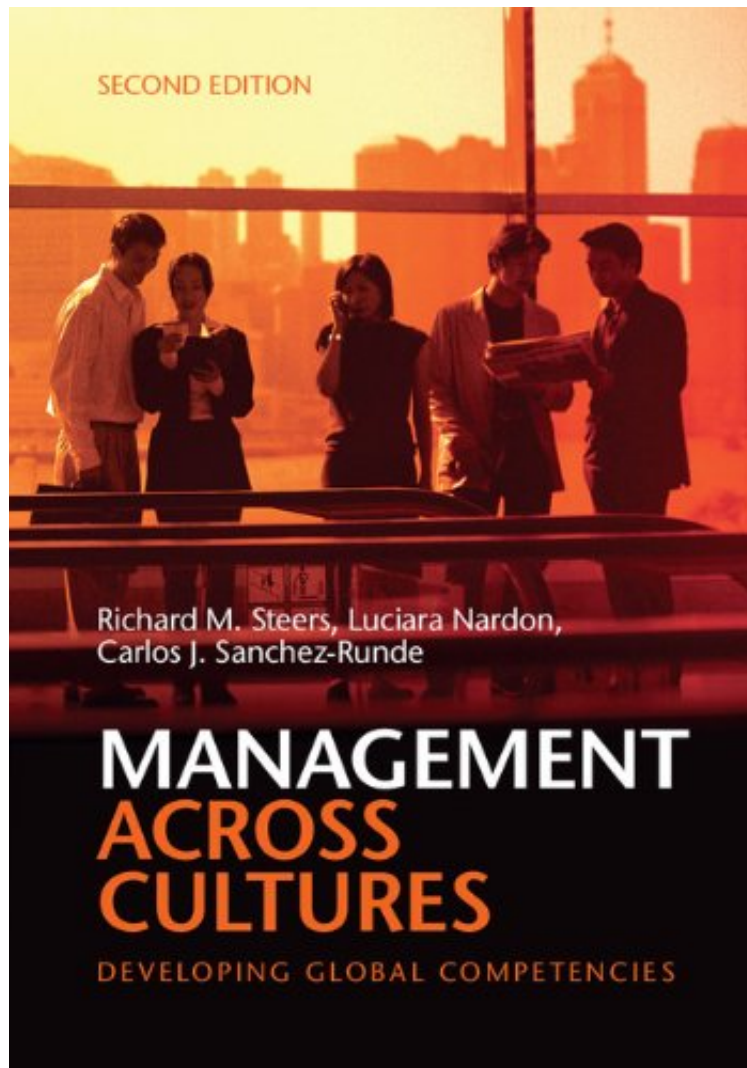


(Free and download) Management Across Cultures

Management Across Cultures

Richard M. Steers, Luciara Nardon, Carlos J. Sanchez-Runde
DOC | *audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#765485 in eBooks 2013-02-28 2013-02-21 File Name: B00B4V6AFS | File size: 39.Mb

Richard M. Steers, Luciara Nardon, Carlos J. Sanchez-Runde : Management Across Cultures before purchasing it in order to gauge whether or not it would be worth my time, and all praised Management Across Cultures:

0 of 0 people found the following review helpful. Organizational Management Across Borders and Cultures By Rustic Traveller Management Across Cultures; This was a great book, The economic environment global managers face today is challenging, complex and in constant change. This can be shown several ways. First, the sheer power and size of the global economy are almost inconceivable. The United States alone has a population over 300 million people and a GDP that tops \$10 trillion, yet those numbers pale in comparison to the same statistics on a worldwide scale. Indeed, no single country dominates the global economy; however, a small association of countries comes close. In a majority of industries, the primary competitors come from across the globe, and each competitor has individual strengths. For

instance, the automobile industry today includes major competitors from the United States, Sweden, the United Kingdom, South Korea, Japan, Germany and France. Soon, other major companies from countries such as China and India will enter this saturated global market. The situation is similar in many critical industries, including IT, home electronics, defense technologies, software development, medical equipment and telecommunications. In each sector, the questions remain the same. Which company will succeed and which will fail? What determines success? These companies face an increasing quantity of highly-skilled worldwide competitors, but many of these companies approach business in highly individualized ways. These differences can be seen in business regulations, trade policies, national laws, labor policies and other areas, such as how businesses approach both competitors and partners. Some countries have clear cut labor laws that are universally applied and rigorously enforced. Others have labor laws that are intermittently applied and weakly enforced. Understanding the difference is important. Some businesses are based on long-standing personal friendships, instead of utilizing best practices preferred by academia. In some instances, benchmarking means comparing products using traditional methods rather than contrasting products against top-flight competition. In some instances, business partners may have competing ideas about what constitutes a reasonable sales commission. The challenge thus becomes understanding these differences; to unequivocally understand the regional business landscape; and then formulate suitable responses consistent with the company's business practices, strategies and ethical standards. Moreover, although international trade has risen over 600 percent in the past three decades, some countries have seen greater benefits than others. Only seven countries represent approximately 60 percent of global exports: the United States, the United Kingdom, Italy, France, Germany, Canada and Japan. In other words, these countries fare far better in the export market than others, and their success has a direct impact on national prosperity and economic development. Exports stimulate the markets in producer nations and uphold their services and manufacturing base. Concurrently, failing to cultivate an export market to foreign countries can produce economic stagnation, closed factories and unemployment. For this reason, the WTO and other organizations work to eliminate tariff barriers to encourage open trade across the globe. This has helped level the playing field for emerging markets.

EFPTACMED LTD 0 of 0 people found the following review helpful. Good book, provides insight on multicultural skills and abilities ...By Karl Horvath Good book, provides insight on multicultural skills and abilities required of managers in today's global business environment. I like that the book references well known organizational cultures research and theory by acclaimed social scientists. 1 of 1 people found the following review helpful. Good International Management Textbook By James Clooney This book gives you the framework to understand international management (from a graduate level perspective) and provides the reader with a good foundation.

The second edition of this popular textbook explores the latest approaches to cross-cultural management, as well as presenting strategies and tactics for managing international assignments and global teams. With a clear emphasis on learning and development, the text encourages students to acquire skills in multicultural competence that will be highly valued by their future employers. This has never been as important as now, in a world where, increasingly, all managers are global managers and where management practices and processes can differ significantly across national and regional boundaries. This new edition has been updated after extensive market feedback to include new features: a new chapter on working and living abroad; applications boxes showing how theories and key concepts can be applied to solve real-life management problems; student questions to encourage critical thinking; and updated examples and references. Supplementary teaching and learning materials are available on a companion website at www.cambridge.org/steers. In addition, recommended in-depth cases for each chapter are available at www.iveycases.com/CaseMateBrowse.aspx.

"This is an exceptional textbook. The authors artfully translate academic theory and empirical research findings to practical applications in a manner that makes for compelling reading. This book is a wonderful guide both to the student who is a "global neophyte" and for students who have had the opportunity to live and perhaps work overseas. This is one of the best international management textbooks that I have come across in thirty years of working in the field. I heartily recommend it." - Mark E. Mendenhall, J. Burton Frierson Chair of Excellence in Business Leadership, University of Tennessee, USA

"The authors of this text are widely respected for their expertise and experience in the field of management. This expertise is reflected in their insightful and practical handbook designed to aid global managers. Each chapter offers rich real-life experiences of managers and critical exposition of theory, and provides valuable actionable strategies for the reader. The case studies push the reader to think and question assumptions in order to appreciate the complexities of the global arena today. Essential reading for all managers!" - Soo Min Toh, Associate Professor of Organizational Behavior, Joseph L. Rotman School of Management, University of Toronto, Canada

"The authors focus on the development of key skills needed to face an increasingly multicultural reality. The emphasis in the book is not on managing internationally but on succeeding in an increasingly multicultural environment and the importance of developing a global perspective. Throughout the book we are reminded that it is no longer possible to think in terms of "us" and "them" and that the competent international manager recognizes and synthesizes multiple worldviews. The reader gains an appreciation for both the challenges of multicultural

management posed by the cultural, organizational and situational environments, as well as the skills needed to overcome these challenges. The authors aim to turn this knowledge into skills by providing a wealth of practical examples and a chapter by chapter toolkit for applying the concepts. This book should be required reading for students of international and cross-cultural management and will appeal to managers (or anyone) working internationally and with a culturally diverse workforce." - Audra I. Mockaitis, Senior Lecturer, Monash University, Australia

About the Author
Richard M. Steers is Professor Emeritus of Organization and Management in the Lundquist College of Business, University of Oregon.
Luciara Nardon is Assistant Professor of International Business at the Sprott School of Business, Carleton University, Ottawa.
Carlos J. Sanchez-Runde is Professor and Director in the Department of Managing People in Organizations at IESE Business School, Barcelona.