

Managing Cultural Differences, Fifth Edition: leadership strategies for a new world of business

Philip R. Harris, Robert T. Moran Ph.D.



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Make no mistake. Here is the original, best-selling guide to developing cross-cultural skills, now revised for the new millenium. With more than 100,000 copies in print and adopted by more than 200 Universities worldwide, this classic is praised as a 'bible of multiculturalism' (New York Times News Service)

It clearly shows how to develop the cross-cultural expertise essential to succeed in a world of rapid and profound economic, political, and cultural changes. While retaining the wisdom of the previous editions, this new edition provides leading-edge insights into work culture and globalization. In addition to a new chapter on 'Women in Global Business', this fifth edition describes effective cross-cultural strategies and policies that will help you:

- * capitalize on expanding international markets
- * improve cross-cultural business communication
- * master the subtle important art of business protocol
- * create a successful multicultural management program

Easy-to-read mini case histories, illustrations, exhibits, and country profiles supply guidelines to improve leadership skills for globalization, communications, negotiations and strategic alliances, cultural changes, cultural synergy, and diversity in the workplace.

'Managing Cultural Differences' continues to be the premier source of information on the dynamics of culture and business. Professors and trainers will benefit from the reorganized companion Instructor's Guide.

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