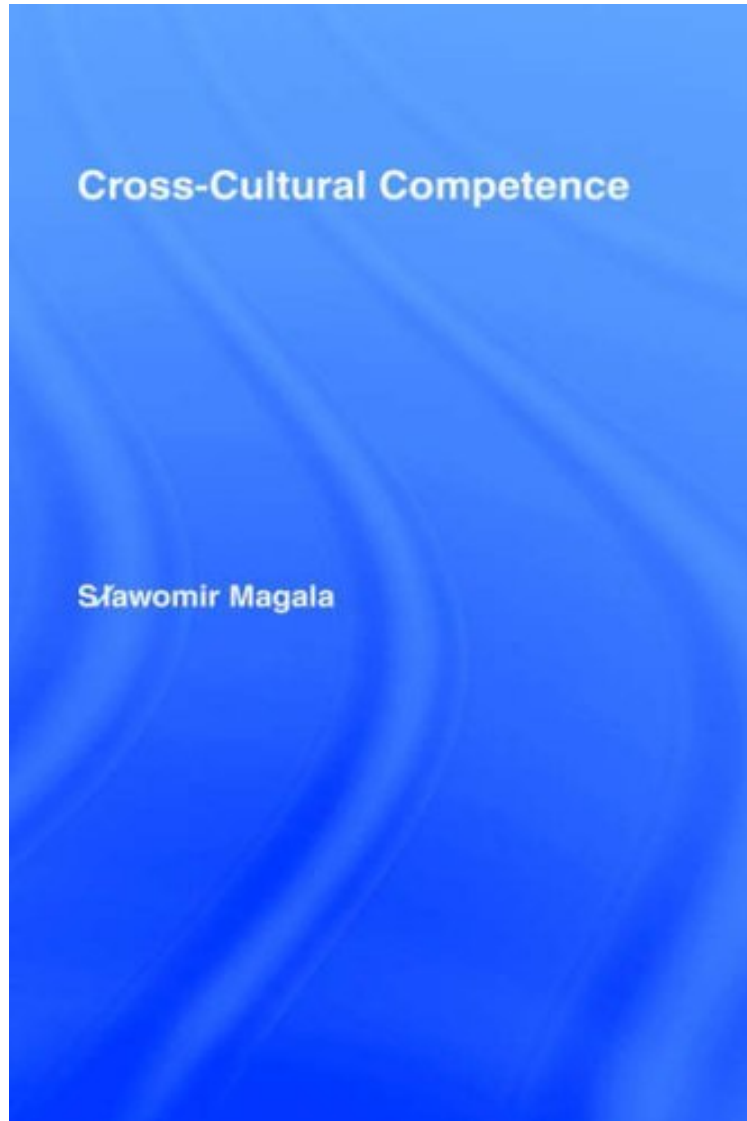


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Cross-Cultural Competence

Slawomir Magala

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2 of 2 people found the following review helpful. few interesting pointsBy JackieI think, it's written in too scientific way. It's hard to read, in many points pretty boring. Honestly, in this field there are many more interesting positions, which provide valuable tips and insights in more "entertaining" way.

Cross-cultural management is a crucial challenge for the successful development of international business, yet it is often badly understood and poorly implemented. Misunderstandings arise as culture affects both individuals and

organizations, yet attempts to understand, explain and interpret these differences have often been hidden between a welter of conflicting theories and paradigms. This book is a much-needed guide to the theory and practice of cross-cultural management. It focuses on four key areas: the language connection; the global connection; the management connection; the multimedia connection. Using an innovative approach combining theory, tool-kits and applications, it takes a fresh look at this complex topic, investigating the recognition of cross-cultural differences, accounting for them in managerial communications, and bridging them in a variety of negotiations, interactions and collaborative projects.

'This is a scholarly, perceptive, well written and very interesting book that covers wide ground and addresses important aspects of societal and organizational culture in a dynamic and international world where the ability to understand the varieties of culture is crucial.' - Mats Alvesson, Professor of Business Administration, Lund University, Sweden
About the Author Slawomir Magala is Professor of Cross-cultural Management at the University of Erasmus, Rotterdam.