

## Managing Across Cultures: Issues and Perspectives



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### **Managing Across Cultures: Issues and Perspectives**

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This reader brings together international writers to comment on cross-cultural management. It should lay the foundations for research and debate in the field, showing how management thinking has changed and adapted to new cross-cultural issues. The text is organized around three key parts: general introduction to the theories, geographical analyses, and critical issues in the cultural process.

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