



Managing Cultural Differences: Global Leadership Strategies for the 21st Century, 7th

By Robert T. Moran, Philip R. Harris, Sarah V. Moran

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This new edition of a business textbook bestseller has been completely updated. In particular, the book presents a fuller discussion of global business today. Also, issues of terrorism and state security as they affect culture and business are discussed substantially. The structure and content of the book remain the same, with thorough updating of the plentiful region and country descriptions, demographic data, graphs and maps. This book differs from textbooks on International Management because it zeroes in on culture as the crucial dimension and educates students about the cultures around the world so they will be better prepared to work successfully for a multinational corporation or in a global context.

*This classic has been praised as "the bible of multiculturalism" (New York Times News Service)

*All demographic information fully updated, new case studies added to each chapter, CDROM with additional student resources new to this edition

*Five-hundred page on-line instructor's manual available from publisher packed with exercises, resources, graphics and ppt slides for lectures

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Editorial Review

Review

"The number one agenda item for leadership development is Global leadership and doing business effectively in the different regions of the world. These skills are absolutely critical for business success, and this book articulates clearly how leaders need to navigate around the world to foster long-term relationships and to build successful global businesses. This timely 7th edition will be one of our most valued resources for guiding executive and leadership development worldwide."

--James K. O'Hern, Director of Leadership Development, Honeywell

"My students (some experienced, international managers among them) have found this book useful in the past. However, as the authors point out, even cultural differences and our reactions to them are changing, so I am delighted to see this new edition, bang up to date with references to the impact of the war in Iraq and the use of the latest communications technology on cross-cultural understanding.

The book reviews some of the more important studies and theories about cross-culture and almost every aspect of our working lives from organisational change through diversity to work life balance. The authors show how cultural issues can impact some of our received management wisdom and they offer some good, solid practical advice in each chapter on what this means for the international manager, leader and negotiator. In the second part of the book the authors explore specific regions, country by country.

All in all, this is one of the most complete books about management in the modern global world. The cross-cultural dimension of the book makes it a must-read for any young or experienced manager working internationally out of corporate headquarters or working full time overseas."

-- Christopher Howard-Williams, International consultant and executive education provider

"Moran has done it again. As we grow globally, Managing Cultural Differences, 7th Edition should be used as a business solution to navigate the international roadmaps. This insight to understanding culture and business will add profits to any organization understanding the managing of cross cultural differences." Michael H. Johnson, Senior Vice President, Penson Financial Services, Inc.

"The authors apply proven frameworks for understanding the dimensions of culture to the current global business arena. Experienced practitioners and novices alike will find take-aways that enhance their leadership and communication skills. The authors clearly articulate the value of understanding multiple perspectives, taking the book beyond the realm of a text. As a result, it is an indispensable tool for all of us who live and work in today's geo-political environment."

-- Frank R. Lloyd, Ph. D., Associate Dean, Executive Education, SMU Cox School of Business

"This is a very special book and one that has significantly improved from edition to edition even though it was very good to start with. It is essentially about global leadership and it intends to increase the effectiveness of international business leaders in unfamiliar international contexts by providing much of the necessary background familiarity. While most comparative management texts focus mainly on cultural differences, this book is special because it offers historical backgrounds and sociopolitical contexts that are usually ignored. These are helpful contexts for understanding how someone from a different national culture contexts him/herself. The span of the historical contexts offered is quite amazing. The Korean section begins with Korean prehistory, and the Chinese section is also all encompassing.

The real value of this book is that it is intended to be practical and useful. The information is intended to help

managers in international business situations helpful tips to avoid culture based blunders that would wreck negotiations before they even begin; tactics for avoiding or dealing with conflicts or disagreements in culturally appropriate ways; and strategies for negotiating effectively - both in general and in the specific international contexts that managers could face in their international business careers. The emphasis is on strategies and tactics for effective communication, relationship building, and negotiating in culturally sensitive ways.

What is truly amazing is the scope achieved in this book. The authors have managed to offer high value insights for virtually every nation and region in which one could imagine that business could be conducted. This is a major reference work that could usefully be on any international manager's bookshelf. Not only are the obvious destinations - Europe, North America, Japan, China, India - covered, but there are useful sections on the Middle East, Latin America and even Africa that would be hard to find anywhere else. And all of this is in a single book, easy to carry, comprehensive and updated right to the present. I cannot think of another book that achieves this purpose with such economy and practicality. I would certainly recommend the book as a text for students, but it is also a book that an international manager might consider carrying in his suitcase when s/he travels to Asia and may find him/herself doing business with a variety of individuals from different countries over the course of a single road trip. As an East Asia expert, very familiar with conditions in China, Japan and Korea, I am confident that these sections are very current and very helpful.

Having used this book myself a number of years ago, I can also say without reservation that this edition should replace previous ones on a manager's bookshelf. It is a lovely book filled with potential usefulness. Following its recommendations could help build a relationship and make a sale that might otherwise be lost." -- Neil Remington Abramson; Associate Professor of Strategy; Segal Graduate School of Business Administration; Simon Fraser University; Vancouver, Canada

About the Author

Robert Moran, Ph.D., is a Professor of Global Management, Emeritus at Thunderbird School of Global Management in Arizona, USA.

Dr. Philip R. Harris is President of Harris International, Ltd. in LaJolla, California. He is Series Editor of the Managing Cultural Differences Series and co-author of B-H books Managing Cultural Differences, Multicultural Management 2000, and Transcultural Leadership. He is on the advisory board of the European Business Review.

Sarah Moran has worked extensively in the areas of organizational and cross-cultural relations. She co-facilitated employee relations workshops with internal teams for Motorola and Intel employees to use cross-cultural management strategies to better manage global responsibilities. She has also worked with high level military nurses serving the U.S. Army, Navy and Air Force regarding fiscal priorities regarding health care concerns. As a member of the Diversity and Inclusion Council with The Hartford Company she worked implementing diversity awareness strategies to improve employee productivity. As a corporate examiner with Arizona Quality Alliance, she formulated an onsite examination strategy which included an analysis of organizational performance, development and leadership. Sarah earned her Masters in Organizational and Intercultural Communications from Arizona State University. She is currently a PhD student focusing her studies on Cross Cultural Management in the Organizational Behavior research area of Desautels Faculty of Management, McGill University, at Montreal, Canada.

Users Review

From reader reviews:

Mary Barnett:

This Managing Cultural Differences: Global Leadership Strategies for the 21st Century, 7th is great reserve for you because the content that is full of information for you who have always deal with world and possess to make decision every minute. This book reveal it data accurately using great manage word or we can say no rambling sentences inside. So if you are read this hurriedly you can have whole details in it. Doesn't mean it only provides straight forward sentences but challenging core information with beautiful delivering sentences. Having Managing Cultural Differences: Global Leadership Strategies for the 21st Century, 7th in your hand like obtaining the world in your arm, info in it is not ridiculous just one. We can say that no book that offer you world with ten or fifteen tiny right but this e-book already do that. So , this is good reading book. Hey there Mr. and Mrs. stressful do you still doubt that?

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Issac Molina:

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