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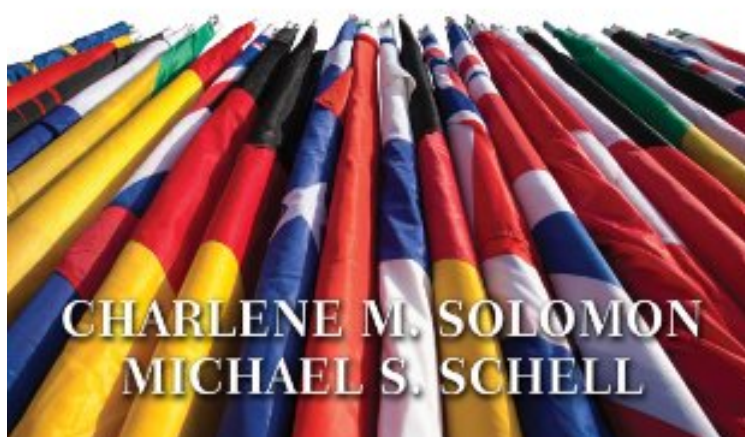
## Managing Across Cultures: The 7 Keys to Doing Business with a Global Mindset

*Charlene Solomon, Michael S. Schell*

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# MANAGING ACROSS CULTURES

The Seven Keys  
to Doing Business  
with a Global Mindset



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**Charlene Solomon, Michael S. Schell : Managing Across Cultures: The 7 Keys to Doing Business with a Global Mindset** before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing Across Cultures: The 7 Keys to Doing Business with a Global Mindset:

0 of 0 people found the following review helpful. but it sort of approaches the real of International business with the

perspective that the US culture is superior to all others. By Ella This book is okay, but it sort of approaches the real of International business with the perspective that the US culture is superior to all others. I absolutely love my Nation; however, I don't think that we have a leg to stand on when it comes to convincing other countries of our business norms, such as gender equality in the workplace. Believe me, I believe fully in the value of women in the US workplace. I just don't think that it is our place to try to fight other nations through business dealings. There are better venues to work through. 2 of 2 people found the following review helpful. Not what I was hoping for. By Richmond Hicks I work for a small company with development sites in 6 countries and customers on three continents so have to cope with a wide array of differences in cultural expectations. Initially I liked the book - it offers a framework for discussing cultural differences in a non-judgmental way. For this it has been useful among the set of managers that has read it, but I have found relying on the classifications by nation in the book to be problematic. I especially lost it when they were highlighting differences between US and British engineers in addressing risk. The book describes a case study where differences in approach to risk mitigation were causing problems. While the case study may be accurate, and the differences may be real, they were not predicted by the ratings provided for US and British culture. In other words, they were describing a problem that they were claiming could be predicted and mitigated by taking their advice when looking at their data did not suggest the problem. I dislike when things are not at least self consistent. 2 of 2 people found the following review helpful. Too cliché. By Kazida Atif It is at best an elementary introduction to the subject matter but inadequate for serious corporate training or for business graduate courses and generally inappropriate as a textbook.

Whether you run a giant corporation or work in a small business, it's more than likely that you regularly deal with people of different cultures—from customers and suppliers to salespeople and colleagues. It simply can't be overstated: You will have trouble succeeding in business today if you don't appreciate and know how to actively manage global cultural diversity. *Managing Across Cultures* examines why people around the world behave as they do and provides actionable tactics for succeeding in today's global business environment. Experts in the field of cross-cultural training, Michael Schell and Charlene Solomon describe seven readily recognizable behaviors and explain what they mean, how to interpret them, and most importantly, how to respond to them. *Managing Across Cultures* is filled with case studies illustrating the importance of understanding and dealing with cultural differences in all aspects of business. You'll learn how: Intel's powerful global corporate culture is a critical element of its historic success Colgate-Palmolive integrates cultural understanding into its global marketing programs GE adapts its effective management style to local business cultures You'll also find out how underestimating cultural influence caused serious problems for organizations like DaimlerChrysler and Wal-Mart. *Managing Across Cultures* takes you far beyond other books that simply catalog the customs, gestures, and language vagaries of other cultures. This in-depth, strategic guide will help in every facet of business—from hiring and motivating employees to developing winning sales pitches and marketing campaigns.

From the Back Cover Effective management techniques that cross all cultural boundaries *Managing Across Cultures* examines seven behaviors common to all cultures and explains how to pinpoint and interpret actions that might initially seem out of step with your way of thinking and operating. Business guides that take a situational approach just don't cut it anymore. You need to do more than learn the specific gestures of other cultures. You need a global mindset. You need to strategize. You need *Managing Across Cultures*. This book provides a practical framework to help you understand and negotiate the challenges of culture I have used it with managers and MBA students alike. Hans Brechbuuml, hl, Executive Director, Center for Digital Strategies and Adjunct Associate Professor of Business, Tuck School of Business, Dartmouth College Cultural skill is a core competency for today's business leaders, and as pointed out in *Managing Across Cultures* it's a learnable one. As a business learning professional, I strongly recommend reading this practical and valuable book. Nancy L. Brennock, Director of Textron University, Textron Inc. Managing Across Cultures is a must-read for anyone going to or thinking about going to work in another country. Andrew Walker, Head of Global Mobility, Thomson Reuters Managing Across Cultures is an engaging and comprehensive resource for anyone who works or will be working across cultures. It is an excellent guide to help navigate the complexities of working in the global marketplace. Paula Caligiuri, Ph.D., Professor, Human Resource Management and Director, Center for Human Resource Strategy at Rutgers University About the Author Charlene Marmer Solomon is executive vice president of RW3, an organization that designs and creates online cultural learning tools. Through its CultureWizard Web sites and blended learning programs, RW3 provides online cultural training facilities for dozens of the world's leading global organizations. Michael S. Schell is CEO and president of RW3. He has founded and successfully managed several global businesses, including Windham International, the first integrated global mobility and intercultural training organization, and has been a pioneer in developing intercultural training models. Solomon and Schell are also the authors of *Capitalizing on the Global Workforce* (McGraw-Hill).