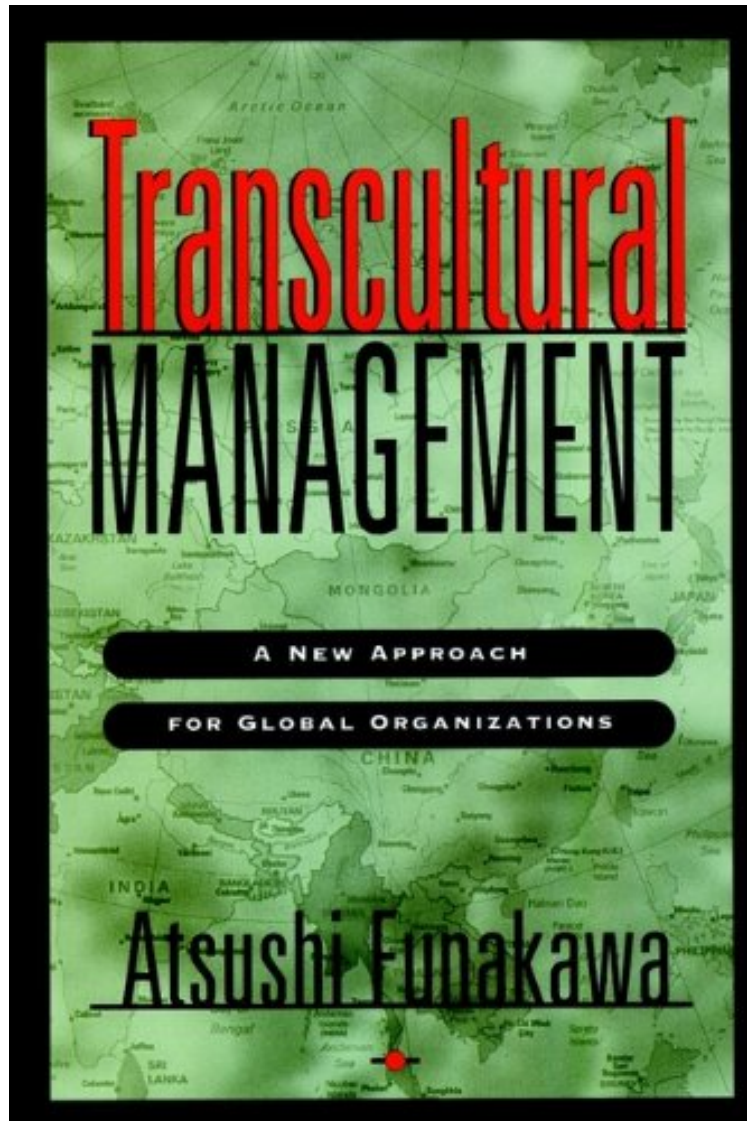


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Transcultural Management: A New Approach for Global Organizations

Atsushi Funakawa

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Atsushi Funakawa : Transcultural Management: A New Approach for Global Organizations before purchasing it in order to gauge whether or not it would be worth my time, and all praised Transcultural Management: A New Approach for Global Organizations:

A framework for transforming business cultural clashes into cultural synergy. As the global economy continues to

expand, the need for cross-cultural understanding is a key component to business success. In the U.S. and Japan alone, more than two million business people are directly involved in cross-cultural business situations. Atsushi Funakawa, a native of Japan who has studied and worked extensively in both the U.S. and Japan, outlines his innovative model for managing people across cultures. This comprehensive guide shows how the two cultures have very different ways of communicating that often lead to conflicts in which each blames the other for problems. Funakawa's framework "Intercultural Business Management" has proven to be effective for transcending differences and breaking down communication barriers to form a constructive dialogue across cultures. By applying this revolutionary model, companies can remake themselves into truly geocentric organizations.

"Highly recommended for anyone interested in the theory or practice of global business relationships, particularly between Japanese and Americans. Full of excellent examples and applications." (Robert T. Moran, Ph.D., professor of international studies, Thunderbird American Graduate School of International Management) "This book brings a new identity to business based on a cultural intervention for adapting, surviving, and prospering in a new age." (Hiroyuki Sawada, president, Gemini Consulting (Japan), Inc) "This is the first business management book based on a truly multicultural perspective. Only a multilingual, multicultural, multiorganization consultant can render such keen insights into managing today's multicultural organizations. Funakawa offers solid theories, realistic strategies, and crucial communication methods. I highly recommend this book to any manager who wants to take on a genuine global perspective." (T. Todd Imahori, Ph.D., associate professor, San Francisco State University) "This is a rare book of great importance. It provides comprehensive perspectives and guidelines on cultural aspects of global business management that are critically important to business success but too often neglected by international managers." (Masazumi Ishii, managing director, AZCA, Inc) "This book presents the best Japanese-American cultural paradigm I have seen for business. Funakawa respects and carefully explains the relevant differences in the cultures while providing an excellent blend of theory and the facts. If your task is to develop a new organizational culture in Japan, reading this book is the best way to gain the needed understanding and at the same time a very practical place to start." (Rex Valentine, general manager, Diabetes Health Care, Nippon Becton Dickinson Company, Ltd.) "As an international business consultant I highly recommend this book, not only to anyone doing business with Japan, but also to key people in companies doing international business anywhere." (William T. Grubb, managing director, InterContinental Marketing Systems) "Transcultural Management provides the critical linkage of such soft issues as culture and communication and hard corporate strategies. Funakawa has proved the importance of the convergence for practitioners." (Hisataka Takasugi, managing director, Dentsu Burson-Marsteller Co., Ltd.) From the Inside Flap In this age of market globalization and the increasing interdependency of world economies, businesses are finding the ability to manage effectively across languages and cultures critical to sustained success. Unfortunately, adequate training in cross-cultural management is sorely lacking for many of the executives and managers faced with such challenges. Thus cultures clash. Misunderstandings occur. Opportunities are lost. Transcultural Management, however, fills the cross-cultural management training gap with a revolutionary new approach to transforming cultural clashes into cultural synergy. Using the paradigm of U.S.--Japanese business relations as a touchstone, author Atsushi Funakawa outlines an array of proven strategies that can be used by businesses operating anywhere in the world to promote the kind of transcultural cooperation the global marketplace demands. Here, Funakawa offers an in-depth, multidisciplinary view of the subject, combining his extensive experience in management, organization development, communication, and cross-cultural training. And he presents a compelling new framework the transcultural management model for minimizing and transcending cultural discrepancies. This framework synthesizes intercultural perspectives, management, and communication skills into a single dynamic program business people can readily learn and apply in a variety of situations. Readers will also discover: **Five core transcultural competencies and seven mental disciplines that help business people transform their mindset, from ethnocentric to geocentric, from monocultural to multicultural, and eventually to transcultural A 21st-century perspective on the emerging business environment: the multinational, multicultural, and multilingual workplace Concrete applications for specific business situations, such as how to facilitate a cross-cultural business meeting and what kind of actions best facilitate a cross-border joint venture project. From the Back Cover Transcultural Management presents a compelling new model for transforming cultural clashes into cultural synergy. Going far beyond the dos and don'ts of mere protocol, it explains how cultural issues affect today's global business practices, provides a theoretical framework for transcultural management, and offers practical applications for managing any type of cross-border concern, including overseas branches, strategic alliances, acquisitions, and foreign personnel.