

Riding The Waves Of Culture

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First published nearly 20 years ago, Riding the Waves of Culture became the standard guide to leading effectively in an international business context. Now, the third edition takes you beyond cross-cultural awareness and issues to help you take strategic advantage of cultural differences in the business environment. Leveraging their expansive cultural database as well as brand-new research ...

Riding the Waves of Culture: Understanding Diversity in ...

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say we are all different.

Riding the Waves of Culture: Understanding Diversity in ...

International management guru, Fons Trompenaar's best-selling Riding the Waves of Culture has become an essential guide for managers and trainers in multinational organizations, as well as anyone who conducts business overseas.

Riding the Waves of Culture: Understanding Diversity in ...

In Riding the waves of culture, Fons Trompenaars describes 7 cultural dimensions and the effects of this in a time of globalization in which people from different cultures do business with each other.

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First published nearly 20 years ago, Riding the Waves of Culture became the standard guide to leading effectively in an international business context. Now, the third edition takes you beyond cross-cultural awareness and issues to help you take strategic advantage of cultural differences in the business environment.

Riding the Waves of Culture by Fons Trompenaars - AbeBooks

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"Riding the Waves of Culture" is one of the well-known books on cultural dimensions (the most famous other one being the work of Geert Hofstede Cultures and Organizations: Software for the Mind, Third Edition). Trompenaars has collected a enormous amount of cultural survey results from many different countries.

Riding the Waves of Culture : Understanding Cultural ...

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Preview « Riding the Waves of Culture

Main Riding the Waves of Culture. Riding the Waves of Culture Fons Trompenaars. Many managers understand that cultural differences affect the process of doing business, but many underestimate by just how much. This book aims to dispel the idea that there is only one way to manager and encourages readers to get to know their own culture before doing business with others. The author explores the ...

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Riding the Waves of Culture: Understanding Diversity in Global Business 3/E Hardcover – Illustrated, January 10, 2012 by Fons Trompenaars (Author), Charles Hampden-Turner (Author) 4.4 out of 5 stars 32 ratings See all formats and editions

Amazon.com: Riding the Waves of Culture: Understanding ...

Trompenaars wrote Riding the Waves of Culture, Understanding Cultural Diversity in Business. This book (in its third edition) sold over 120,000 copies and was translated into 16 languages amongst them, French, German, Dutch, Korean, Danish, Turkish, Chinese, Hungarian and Portuguese.

Fons Trompenaars - Wikipedia

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