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| Nota di contenuto | Cover -- Cover 2 -- Half title page -- Title page -- Contents -- Preface -- Acknowledgements -- Part 1: The meaning of culture -- Chapter 1: The undertow of culture -- Defining culture -- Myths of convergence -- Culture as a source of competitive advantage/disadvantage -- Recognising culture -- Chapter 2: Discovering culture -- The search for meaning -- Artefacts and behaviour -- Beliefs and values -- Basic assumptions -- Interpreting patterns of culture -- Chapter 3: Interacting spheres of culture -- Cultural spheres of influence -- Creating competitive advantage -- Part 2: Culture and management practice -- Chapter 4: Culture and organisation -- Different schools, different cultures -- Culture and structure -- Culture and processes -- Transferability of best practice? Alternative approaches -- Chapter 5: Culture and strategy -- The cultural roots of strategy -- Cultural models of strategy -- The tale of two banks -- Strategic implications of culture -- Chapter 6: Culture and human resource management -- The cultural meaning of HRM -- Choosing from the HR menu -- Making HRM meaningful across cultures -- Part 3: Managing cultural differences -- Chapter 7: The 'international' manager -- The search for the global leader -- Lessons from abroad -- Factors affecting expatriate success -- Developing global competencies -- Chapter 8: The 'multicultural' team -- Multicultural teams: challenges and |

opportunities -- Managing multicultural teams -- Task strategies -- Process strategies -- Reweaving differences: Joseph's coat -- Chapter 9: The 'global' organisation -- From ethnocentric to geocentric: going global -- Balancing global integration and local responsiveness -- Strategies for managing cultural differences -- Diversity as a source of competitive advantage -- Creating opportunities for learning -- Le defi: the global challenge.

Chapter 10: Citizens of the world: on the road to responsible leadership -- Why firms exist -- Making economic versus moral sense -- The globalisation imperative -- What is corruption? -- The quest for global citizenship -- Strategies for implementing corporate responsibility -- Becoming global citizens: the role of managers and companies -- Towards a global civilisation -- Index.

| Sommario/riassunto | As more and more companies gain a global reach, managing cultural differences is an increasingly important part of every job. This book demonstrates how culture affects management practice, from organisational structure to strategy and human resource management. Drawing upon evidence from the authors' research, it encourages managers to reconsider, explore and transfer alternative practices across national boundaries. As well as providing an insight into other cultures, this text provides readers with an increased awareness of their own.   The third edition of this book serves to expand the discussion of the impact of culture on effective management and on utilising differences to create competitive advantage. Employing tools of observation, questioning and interpretation, the book challenges assumptions and encourages critical reflection on the influences of culture in business. |