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GE Capital Model of Integration; Chapter 10 Making Global Meetings Work; Traditional vs. Virtual Meetings; Before: Co-Creating the Agenda; During: Keeping Things on Track
After: Leveraging the Momentum
Case: 40 Million Value-Add from Cross-Cultural Strategy and Leadership; The Bottom Line . . . ; Appendix; Notes; Readings and Resources; About the Author; More Books by Thomas D. Zweifel

Sommario/riassunto

Few are prepared for managing across borders, and the costs of cultural fiascos can spin out of control—from lawsuits to lost opportunities. But whether you bring wine to a dinner in Singapore, how many times you kiss in France, or other local etiquette have seldom been deal-breakers. What has derailed international business is the failure of manag
