

1. Record Nr.	UNINA9910265220903321
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Titolo	Cultural DNA : the psychology of globalization // Gurnek Bains
Pubbl/distr/stampa	Hoboken : , : Wiley, , [2015] ©2015
ISBN	1-118-92892-X 1-119-20946-3
Edizione	[1st edition]
Descrizione fisica	1 online resource
Classificazione	BUS012000
Disciplina	303.48/2
Soggetti	Cultural intelligence Leadership - Psychological aspects Career development Culture and globalization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	"Develop a deeper cultural intelligence to thrive in a globalized marketplaceCultural DNA is a manual for successful engagement with cultures around the world. Written by founder and chairman of a global business psychology consultancy, this book guides leaders through the essential globalization management soft skills required to remain relevant in an increasingly connected business world. Readers will learn about the psychological themes at play in the U.S., Latin America, Europe, China, India, The Middle East, and Sub-Saharan Africa, and study the quantitative analysis from an extensive database of leaders. Groundbreaking behavioral genetics research shows exactly how companies and leaders can excel, turning globalization into a major competitive advantage.Borders and boundaries are becoming increasingly irrelevant in business operations, and leaders are required to engage in other cultures more deeply than ever before. This global-cultural convergence has highlighted both similarities and deep-rooted differences, and it's up to the leaders involved in these exchanges to bridge the divide and pursue the goals that benefit both sides. Cultural DNA provides the information and insight that leads to these

successes, helping readers to: Develop deeper empathy and respect for other cultures Appreciate difference and leverage it better for competitive advantage Anticipate cultural differences and solve issues before they arise Thoughtfully manage globalization-driven convergences to find a common ground Excel at managing globalization by applying cultural intelligence Successful leaders understand that in certain situations, it's the soft skills that matter most. Globalization demands that cultures learn to work within each other's needs and expectations, and the right mix of people skills, business acumen, and cultural awareness is key. For the global business leader, Cultural DNA is a handbook for successful exchange"

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