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| Nota di contenuto | Front Cover; Uniting North American Business: Nafta Best Practices; Copyright Page; Contents; Managing Cultural Differences Series Preface; Acknowledgments; Introduction; 1. NAFTA: Beginning and Update; The NAFTA Beginning; Chronology of Free Trade Agreement (FTA) and North American Free Trade Agreement (NAFTA); NAFTA in Summary; The NAFTA Challenge; An Overview of the Effects of NAFTA; Summary; 2. NAFTA: Globalization and Society; Economic Origins of NAFTA; Drivers of Globalization; NAFTA and Globalization; Does Globalization Really Exist?; NAFTA Trade Imbalances: Common Concerns Corporate Job LossesEffect on the Mexican Economy; The Ethicality of NAFTA; The Digital Divide; Immigration; ¿Hacia Donde Nos Vamos? (Where Are We Heading?); The Brave New World of NAFTA?; 3. Understanding NAFTA's Cultures and Cultural Values; The Interconnected and Interdependent Nature of Free Trade; Culture; Ethnocentrism and Stereotyping; International Customs Survey; Understanding Other Management Cultures; Dimensions of National |

Culture; Areas of Cultural Variance Between Mexico and U.S./Canada
Managerial Behaviors; Expanded Discussion of NAFTA Management
Traits

NAFTA Management InsightsWhy Cross-Cultural Training Should Be in
Our Schools; Summary; 4. Competencies of Effective NAFTA Managers;
Working Globally; Trivial Pursuit; Women and NAFTA; Should the Boss
Stay Home?; Providing Feedback; Handling Two Swords at the Same
Time; Making Speeches to Multicultural Audiences; Empathy; A
Checklist; Negotiating Profiles; Profile of Canadian Negotiators; Profile
of American Negotiators; Profile of Mexican Negotiators; Conclusion; 5.
NAFTA Best Practices Case Studies; NAFTA Best Practice One: Fosters a
Spirit of Community Volunteerism Within Local Employees
NAFTA Best Practice Two: Stimulating the Development of Flexible
Labor Markets and World Class SuppliersNAFTA Best Practice Three:
Creating a Customer Service Culture; NAFTA Best Practice Four:
Investing in Education; NAFTA Best Practice Five: Commitment to
Integrity; NAFTA Best Practice Six: Effective Management of
Multicultural Virtual Work Teams; NAFTA Best Practice Seven: Identifies
and Strengthens Cultural Synergies; NAFTA Best Practice Eight:
Integrates Local Networks into the Global Economy; NAFTA Best
Practice Nine: Inculcates Universal Cultural Values Across National
Boundaries
NAFTA Best Practice Ten: Small Firms Integrating into the NAFTA
EconomySummary; 6. NAFTA and the New Economy: Rising Social
Inequality; Historical Sources of Inequality; Success Yields More
Choices; The Tyranny of Small Decisions; Conclusion; 7. Building
Consensus to Make NAFTA Work: The Logic of Failure; What Is the Real
Goal of NAFTA?; Trust and Social Capital; Cultural Synergies Must Be
Found; NAFTA Needs Cross-Border, Cross-Cultural Networks;
Consensus Needed; Are NAFTA and Free Trade Open for Discussion?;
NAFTA Can Become a Virtual Team
Virtual Teams Could Help Create Trust and Social Capital in North
America

Sommario/riassunto

In today's global economy, NAFTA continues to present unprecedented opportunities for companies in cross-border commerce. 'Uniting North American Business: NAFTA Best Practices' focuses on best business practices and lessons learned in the years since the NAFTA agreement was first signed, and their impact on both the economy and society. 'Uniting North American Business' provides you with the skills and competencies necessary to become more effective business managers and citizens in NAFTA countries by considering:* What is the scop
