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

NAFTA Management Insights; Why 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 Suppliers; NAFTA 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 Economy; Summary; 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

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#### 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 scope of the agreement?

\* How does it affect business practices?

\* How can it be used to benefit the economy?

\* How can it be used to benefit society?

\* How can it be used to benefit citizens?