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Nota di contenuto	BOOK COVER; HALF-TITLE; TITLE; COPYRIGHT; CONTENTS; ILLUSTRATIONS; INTRODUCTION; Part I WHY? TOWARDS MASTERY—SETTING THE CONTEXT; Part II WHAT? GLOBAL MANAGEMENT—ESTABLISHING THE CONTENT; Part III HOW? MANAGERIAL METAMORPHOSIS—TRANSFORMING YOUR CAPABILITIES; NOTES; INDEX;
Sommario/riassunto	This stimulating, clearly written and well-structured text is a comprehensive introduction to the principles of management and organizational behavior, as well as a corrective to the Eurocentric bias of most management texts. This book focuses on four domains of management--primal, rational, developmental and metaphysical. It develops a transcultural perspective drawing on insights from across

the world to examine different management styles, cultures and stages of business development. Each section examines core management theory and literature, cultural orientation and related prominent theo

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