

1. Record Nr.	UNINA9910778423203321
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Titolo	Cultural differences and improving performance : how values and beliefs influence organizational performance / / Bryan Hopkins
Pubbl/distr/stampa	London : , : Routledge, , 2016
ISBN	1-4094-5862-8 1-317-15658-7 1-315-57525-6 1-317-15657-9 1-283-01856-X 9786613018564 0-566-08908-4
Descrizione fisica	1 online resource (327 p.)
Disciplina	658.314
Soggetti	Diversity in the workplace - Management Cultural awareness Intercultural communication Organizational behavior Performance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A Gower Book"--cover. First published 2009 by Gower Publishing.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; List of Figures; List of Tables; Acknowledgements; Preface; Introduction; Part I The Theory; Part II The Practice; Further Reading; References; Index
Sommario/riassunto	Managers, and the organizations for which they work, need to be able to understand the influence of cultural expectations and behaviours on performance and adapt their problem solving accordingly; strategies appropriate in one part of the world may be ineffective or even counter-productive in another. Bryan Hopkins' ground breaking book is for managers struggling to equate their desire to develop the business globally with the challenge of achieving consistent performance across borders.

