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Soggetti	Diversity in the workplace - Management Cultural awareness Intercultural communication Organizational behavior Performance
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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.

