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	Autore	Hopkins Bryan <1954->
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Nota di bibliografia

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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.
