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Nota di contenuto	Cover; Euro Diversity A Business Guide to Managing Difference; Copyright; Contents; About the Authors; Series Preface; Acknowledgments; Prologue; 1. Patchwork: The Diversities of Europeans and Their Business Impact; The Challenge of Cultural Diversity; A History of Assimilation; The Nature of European Diversity and the Challenge of Managing It; Stakeholder Diversity; The ABCDs of Managing Diversity for Adding Value; Localizing a Global Diversity Effort; A Richer Definition of Culture; Onward to the Challenges of EuroDiversity 2. The Legacy of the Past: How National and Regional Differences Continue to Effect Trade, Cooperation, Politics, and Relationships Uncovering Bias in Attitudes and Behavior; The Cultural Undertow of Crisis Management; Dealing with the Needs and Ambitions of Powerful Regional Cultures; Managing the In-Country Challenges of Diversity; Adjusting to New Roles for Women; 3. Current Cultural Crises, Fears, Fantasies, and Foreseeable Futures; Managing Shifts in

Demographics; Skeptical versus Enthusiastic Euro Partners; Illegal Migration; The Aging of Western Europe

4. Managing Diversity to Create Marketable Value Added from Difference Managing Cultural Stresses and Strains in the Present and Future European Union; Market Regulations; The Weaknesses (and Strengths) of the Euro; Facing the Challenges of Globalization; Diversity: Where Is the Value-Added?; 5. Europe Online: The "New" Economy and Virtual Collaboration from a Cultural Perspective; A More Temporary and Flexible Workforce; Globalizing Means Catching Up Socially as Well as Technically; Portugal Finds a Forefront; The Inevitable Shifting of Culture in the Media and on the Net; Getting It Right

Speaking to, Hearing, and Reading Each Other E-Commerce and the "Hidden" New Economy; The New Workplace Is Everywhere; Radical Continuity-All Aboard the eTrain!; Online Support for Diversity; The Changing Face of the Expatriate; 6. Corporate Best Practice: What Some European Organizations Are Doing Well to Manage Culture and Diversity; What Does "Diversity" Mean to Corporate Europe?; The European Business Case Behind Diversity; Changing the Organization, Its Culture, and Its People; Making "Change" Happen; Communicating Diversity; The Most Effective Communication Tools

Organizing Diversity Work Measuring the Success of Diversity Work; Mainstreaming Diversity into HR Management; Marketing and Customer Relations; Community and Society; The Perception of Success; Future Priorities; Final Remarks; 7. The Cross-Cultural Transfer of Best Practices: Learning from European and American Experiences of Knowledge Management; Knowledge Management and the Transfer of Best Practices; The Cost of Knowledge Mismanagement: General Motors Takes a Beating; Novo Nordisk: Facilitating International Transfer of Best Practices; Sulzer Infra: Creating One Winning Team

Knowledge Management Issue 1: General Motors and Japan

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## Sommario/riassunto

How has cultural diversity affected the business climate of the growing European Union? What are European institutions and enterprises doing to manage it? In 'EuroDiversity,' Dr. Simons gathers issue-centered perspectives on how Europe's entwined past, present, and future have made it the most strikingly diverse part of the world and what this means for doing business there. 'EuroDiversity' provides:

- \* Insights into Europe's cultural challenges of globalization, diversity dilemmas, and opportunities
- \* Case studies, best practices, and resources for finding the com

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