

1. Record Nr.	UNINA9910975301703321
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Titolo	Multinationals and cross-cultural management : the transfer of knowledge within multinational corporations // Parissa Haghirian
Pubbl/distr/stampa	New York : , : Routledge, , 2011
ISBN	1-136-93649-1 1-136-93650-5 1-283-03872-2 9786613038722 0-203-84675-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (191 p.)
Collana	Routledge international business in Asia series ; ; 6
Disciplina	658.4/038
Soggetti	International business enterprises - Management Management Intercultural communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Theoretical foundations of knowledge management and transfer in multinational corporations -- pt. 2. Research questions and results -- pt. 3. Effectiveness of cross-cultural knowledge transfer in multinational corporations.
Sommario/riassunto	Globalisation makes our world appear smaller: it is easier to connect, communicate and do business with people all over the world. But cultural differences remain and challenge globalized knowledge communication and transfer. This book examines cross-cultural management within multinational enterprises (MNEs), focusing in particular on how cultural differences influence the transfer of knowledge between different units within individual corporations. Based on detailed empirical analysis of 267 companies in Germany and Japan, it considers the relative effectiveness of inter-cultural a