



## Understanding Cross-Cultural Management (2nd Edition)

By Marie-Joelle Browaeys, Roger Price

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**Understanding Cross-Cultural Management (2nd Edition)** By Marie-Joelle Browaeys, Roger Price

Managing effectively across national and cultural boundaries is critical to the success of today's organizations, given the global environment of business and increasing diversity of workforces. A keen awareness and a high degree of cross-cultural competence in management are therefore key to the career success of both present and aspiring managers/professionals.

*Understanding Cross-Cultural Management* explores the key themes and issues in one of the most challenging and fascinating areas of organizational life, and enables you to sharpen your insights and practical skills. It offers a selective but broad view of classic and contemporary thinking on cultural management and encourages you to apply theories and ideas to practice - and to relate them to your own experience - through various examples and cases from the business world, and a range of practical activities.

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## **Editorial Review**

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A number of features will help you to succeed in your studies or career, including:

- Cross-cultural concepts, which explain key ideas from leading theorists, thinkers and practitioners.
- Case studies, dilemmas and points for reflection which enable you to reflect internally and interact externally.
- 'Spotlights' in every chapter which briefly illustrate the concepts being described.
- Mini-cases with questions giving consistent application of theory to practice.
- Activities at the end of each chapter, as well as at the end of each of the three Parts, provide a broader and more integrative perspective on the material in question, thereby encouraging you to develop your cross-cultural management skills.

The book has been written for undergraduate and postgraduate students, as well as practising managers and professionals, who are studying cross-cultural and international management as part of either specialist international business programmes or general business-related qualifications.

Marie-Joëlle Browaeys and Roger Price are senior lecturers at Nyenrode Business University, The Netherlands.

## **About the Author**

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