



Management Across Cultures

Richard M. Steers, Carlos J. Sanchez-Runde, Luciara Nardon

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Management practices and processes frequently differ across national and regional boundaries. What may be acceptable managerial behaviour in one culture may be counterproductive or even unacceptable in another. As managers increasingly find themselves working across cultures, the need to understand these differences has become increasingly important. This book examines why these differences exist and how global managers can develop strategies and tactics to deal with them. Key features:

- Draws on recent research in anthropology, psychology, and management, to explain the cultural and psychological underpinnings that shape managerial attitudes and behaviours
- Introduces a learning model to guide in the intellectual and practical development of managers seeking enhanced global expertise
- Offers user-friendly conceptual models to guide understanding and exploration of topics
- Summarizes and integrates the lessons learned in each chapter in applications-oriented 'Manager's Notebooks'

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