

Cross Cultural

This book examines the cross-cultural adaptation experiences of international scholars working at Shanghai's top public research universities. On the basis of in-depth interviews, it comprehensively assesses the organisational culture of Chinese universities, recurring problems in international scholars' cross-cultural adaptation processes, and the coping strategies they employ in response. The book focus on the real lives and working experiences of international scholars in China, and addresses teaching, research, funding applications and organisational politics. Accordingly, it offers a wealth of first-hand information for readers who are interested in the Chinese academic world, especially those scholars/researchers/expatriates currently working in or planning to visit/work in China.

This new book explores the recent issue of cross-cultural management from both theoretical and research perspectives. It considers the impact of knowledge, experience, and exposure of cross-cultural differences in developing a global viewpoint and citizenship in the corporate workplace. The volume throws light on the emerging concepts of building global citizens who are willing to think beyond boundaries of place, identity, and category, and to recognize all human beings as their equals while respecting humanity's inherent diversity. The effective use of cross-cultural teams can provide a source of experience and innovative thinking to enhance the competitive position of organizations. However, cultural differences can interfere with the successful completion of goals in today's multicultural global business community. To achieve project goals and avoid cultural misunderstandings, managers should be culturally sensitive and promote creativity and motivation through flexible leadership. The chapter authors in this volume look at these challenges by reviewing and conducting empirical studies, roundtables, and focus discussions. The volume tackles a variety of issues, including enterprise resource planning (ERP), talent management, differences in individual work performances, differences in leadership styles, virtual work relationships, and much more. It looks at the challenges in establishing crosscultural workplaces, such as the overcoming significant barriers in multi-cultural project communications and motivating project team members.

Cross-Cultural Management Textbook is a practical course-book that synthesizes in a practical way contemporary cross-cultural communication and management knowledge for students and professionals. It is the team work from twelve well-respected world authorities who represent a variety of countries and cultures. Designed to prepare students from diverse backgrounds to comprehend the influence of culture in management and communication, it helps them develop the behaviors and skills necessary to rapidly adapt to a world where cultures mix as never before. Each contributor is a published author on topics constituting the field of cross-cultural management today. With the active support of several European universities, this comprehensive 12-chapter textbook includes up-to-date theories illustrated by real life examples, case studies and workshops, all regrouped as an easy-to-use manual. The contributions of the international practitioners and professors in this field provide expert knowledge. This extensive authoritative textbook is the missing link between various writings of renowned academics and specialists and the pragmatic approach of real world of practitioners who are confronted daily with intercultural situations. Thanks to content from numerous nations and cultures, the book encourages the reader to think outside of the box, and expand his or her considerations beyond their present boundaries. Cross-Cultural Management Textbook is primarily intended for students and instructors, in particular, instructors looking for an outline for their management courses. Professionals, consultants, managers, and trainers whose daily work involves international and cross-cultural challenges will benefit from this text as well. The textbook is available in various formats: Black and White Student edition, Color Deluxe edition, and Kindle edition.

Cross-cultural specialist Mary Lederleitner brings missiological and financial expertise to explain how global mission efforts can be funded with integrity, mutuality and transparency. Bringing together social science research, biblical principles and on-the-ground examples, she presents best practices for handling funding and finance. Without ethnography, cross-cultural comparison would not be possible. But without cross-cultural comparison, we would know nothing of what may be universal or variable across human cultures, or why variation exists. Cross-Cultural Research Methods is an introductory teaching tool that shows students and potential researchers how to describe, compare, and analyze patterns that occur in different cultures, that is, how to form and test anthropological, sociological, psychological, medical, or political hypotheses about cultural variation.

Cross-cultural means not only the differences between ethnic, racial or national groups. It is more. Cross-cultural confrontations arise by the differences of genders, educational levels, differences in thinking of diverse companies departments (e.g. production versus research & development, marketing versus finance), the mix of musicians or styles of painting. However, there is a lot of danger in cross-cultural collaboration: Diversity means different views, opinions, values and objectives easily generating misunderstandings and quarrels possibly ending up with serious conflicts. The conflicts may trigger new approaches and breakthroughs or lead to a state of frozen relations and stagnation. Sensitivity to the values and views of other cultures, open communication and aware leadership are traits helping to capitalize on cross-cultural influences. In further discussions with our friends of the EACI board we changed our mind for the new conference topic to CROSS-CULTURAL INNOVATION. Cross-cultural Innovations are new and origin problem solutions, which are generated in confronting problems with cross-cultural aspects. In many cases such solutions are breakthroughs and the start of a paradigm shift. Another advantage of such solutions is that they even influence the subconscious of stakeholders problems. Only cross-cultural solutions minimize the risk of hidden problems which develop under the surface in merger projects. Especially mergers of big companies are successful if change-managers are able to transfer cross-cultural conflicts in new challenging objectives. Bridging cultural gaps by visionary leadership is the way to bring people together and to create new common innovative enterprises or departments."

This volume explores decision-making styles, including cooperative, collaborative, avoidant, competitive, and dominate that are commonly modified by the culture. Culture is not a stagnant phenomenon, and many variables need to be considered to accurately evaluation cultural differences in decision-making styles. Among many cultural factors, the individual ("I" culture) – collectivism ("we" culture) dimension is one of the most important influential factor to be considered when studying culture difference, including decision-making styles.

This is an integrated introduction to methods, research design, and data analysis tailored to the challenges of cross-cultural research.

The definitive reference on the anthropology of death and dying, expanded with new contributions covering everything from animal mourning to mortuary cannibalism Few subjects stir the imagination more than the study of how people across cultures deal with death and dying. This expanded second edition of the internationally bestselling *Death, Mourning, and Burial* offers cross-cultural readings that span the period from dying to afterlife, considering approaches to this transition as a social process and exploring the great variations of cultural responses to death. Exploring new content including organ transplantation, institutionalized care for the dying, HIV-AIDs, animal mourning, and biotechnology, this text retains classic readings from the first edition, and is enhanced by sixteen new articles and two new sections which provide increased breadth and depth for readers. *Death, Mourning, and Burial, Second Edition* is divided into eight parts reflecting the social trajectory of death: conceptualizations of death; death, dying, and care; grief and mourning; mortuary rituals; and remembrance and regeneration. Sections are introduced through foundational texts which provide the ideal introduction to this diverse field. It is essential reading for anyone concerned with issues of death and dying, as well as violence, terrorism, war, state terror, organ theft, and mortuary rituals. A thoroughly revised edition of this classic anthology featuring twenty-three new articles, two new sections, and three reformulated sections Updated to include current topics, including organ transplantation, institutionalized care for the dying, HIV-AIDs, animal mourning, and biotechnology Must reading for anyone concerned with issues of death and dying, as well as violence, terrorism, war, state terror, organ theft, and mortuary rituals Serves as a text for anthropology classes and provides a genuinely cross-cultural perspective to all those studying death and dying

Throughout the world as in the United States, psychologists are increasingly being called upon to evaluate clients whose backgrounds differ from their own. It has long been recognized that standard personality and psychopathology assessment instruments carry cultural biases, and in recent years, efforts to correct these biases have accelerated. *The Handbook of Cross-Cultural and Multicultural Personality Assessment* brings together researchers and practitioners from 12 countries with diverse ethnic and racial identities and training to present state-of-the-art knowledge about how best to minimize cultural biases in the assessment of personality and psychopathology. They consider research methodology, the design and construction of standard objective and projective tests, the use of measures of acculturation, racial identity, and culture-specific tests, the social etiquette of service delivery, and the interpretation of test data for clinical diagnosis. Ranging widely through all the relevant issues, they share a common collective vision of how culturally competent services should be delivered to clients. The Handbook offers the first comprehensive view of a consistent approach to cultural competence in assessment--a necessary precursor of effective intervention. It will become an indispensable reference for all those whose practice or research involves individuals with different ethnic and racial identities.

Cross-Cultural Management: An Introduction offers students a hands-on approach to cross-cultural management that they can apply to a wide variety of organizational contexts. Rather than focusing on specific countries, authors David C. Thomas and Kerr Inkson highlight the interactions of people from different cultures in organizational settings to provide students with practical applications of concepts in international management. Real-world examples and case studies help students understand and integrate differences between attitudes, values, beliefs, and assumptions so that they can thrive as managers.

With the new realities of global interconnectedness comes a greater awareness of cultural diversity from place to place. Besides differences in food and fashion, we face significant contrasts of cultural orientation and patterns of thinking. As we travel across cultures, what should we expect? How do we deal with culture shock? And can we truly connect with those we meet? Experienced cross-cultural specialist Duane Elmer provides a compass for navigating through different cultures. He shows us how to avoid pitfalls and cultural faux pas, as well as how to make the most of opportunities to build cross-cultural relationships. Filled with real-life illustrations and practical exercises, this guide offers the tools needed to reduce apprehension, communicate effectively, and establish genuine trust and acceptance. Above all, Elmer demonstrates how we can avoid being cultural imperialists and instead become authentic ambassadors for Christ. Whether you are embarking on a short-term mission trip or traveling for business or pleasure, this book is both an ideal preparation and a handy companion for your journey.

Going global can be risky business if you don't divest yourself of your ethnocentric thinking. You have to take into consideration your new market's language, work schedules, tastes, lifestyle choices, and cultural associations, and this is the book to help you do that! *Handbook of Cross-Cultural Marketing* shows you how to sensitize your marketing approaches to the cultural norms and taboos of other societies, as well as the importance of demonstrating an interest in and appreciation of different cultures. Designed to assist both American and foreign companies, *Handbook of Cross-Cultural Marketing* shows you how to increase your chance at success in international markets. It identifies and explains ten important aspects of culture that are essential to cross-cultural marketing to help you understand how underlying cultural beliefs govern the way marketing functions in different societies. It also gives you specific steps for developing cultural adaptation strategies in international marketing. To further your understanding of global marketing and

fundamental marketing concepts, this comprehensive book discusses: real life examples of company successes and failures abroad attitudes toward middlemen in underdeveloped countries the advantages of foreign trade shows locating and using representatives, agents, and/or distributors in foreign countries the reception of different American products in different countries potential cultural pitfalls of primary data collecting techniques the role of time in various cultures setting standards for product performance A useful text for students and practitioners alike, Handbook of Cross-Cultural Marketing gives you hands-on strategies and advice for delving into different markets, using techniques that are respectful of individual cultures, and avoiding unnecessary mistakes that can occur if you don't take the initiative to get to know the culture of your new marketplace. Your outlook and beliefs are not the global norm, so read this book to find out how you can be successful with customers who are different from you in terms of motivation, values, beliefs, and outlook.

With careful biblical exposition and keen cross-cultural awareness, Duane Elmer offers principles and guidance for avoiding misunderstandings and building relationships in ways that honor people in other cultures.

The 21st century is marked by the intensive movement of people across international borders. While languages are used as a means of interaction across the globe, the nuances of communication vary from culture to culture. This book explores how the misperception of cultural values and norms may result in misapprehension and communication breakdowns in various settings.

All cultures appear to share the belief that they do things 'correctly', while others, until proven otherwise, are assumed to be ignorant or barbaric. When people from different cultures work together and cannot take shared meanings for granted, managers face serious challenges. An individual's parsing of an experience and its meaning may vary according to several cultural scales – national, professional, industrial and local. Awareness of cultural differences and the willingness to view them as a positive are therefore crucial assets. This edited textbook sets itself apart from existing cross-cultural management texts by highlighting to the reader the need to avoid both ethnocentrism and the belief in the universality of his or her own values and ways of thinking: the success of international negotiations and intercultural management depends on such openness and acceptance of real differences. It encourages the development of 'nomadic intelligence' and the creative use of a culture's resources, according to a symbolic anthropology perspective. Through the essays and case studies in the chapters, readers will become aware of the intercultural dimension of business activities and better understand how they affect work. Cross-Cultural Management will help interested parties – students of business management, international relations and other disciplines, and business managers and other professionals – develop their ability to interact, take action and give direction in an intercultural context.

This book challenges assumptions about the motivations that drive women from relatively poor, developing countries to use intermarriage dating sites to find partners from relatively wealthy, developed countries. It is generally assumed that economic deprivation or economic opportunities are the main factors, but this book instead focuses on the work of women's imagination in online cross-cultural relationships, including the role of desire, love and intimacy. The experiences of Thai women are used to explore how they initiate, develop and maintain love and intimacy with Western men across distance and time. The book shows that, in the absence of opportunities to search and meet partners from geographically distant parts of the world, the technology of the internet offers new ways of searching for and managing relationships and has significant consequences for local experiences and expectations of love and partnering. The book will be of interest to scholars and students with an interest in family and intimate life, gender and sexualities, Asian and Thai studies, globalization and nationalism, culture and media, sociology and anthropology.

If you are employed or studying cross-cultural management—what is culture and to what extent is it important in international business—then you will need to have this book, as it answers these questions through an exploration of the major theories that have been developed in the fields of business anthropology and international management. Dr. Velo also discusses the application of previously analyzed cultural frameworks as a basis for the elaboration of new ideas relating to current issues in organizational behavior.

International organizations often deal with relationships between the employee as a socialized individual and the culture of his/her organization, managing in a globalized context, the development and management of cross-cultural teams, and negotiating intercultural with potential conflicts. This outstanding contribution to this field will help explain these relationships, questions, and possible conflicts in the world of cross-cultural management.

Academics worldwide need empirically developed, concise ideas to make their cross-cultural teams and organizations productive. This invaluable reference tool provides an essential resource for academics to develop their understanding and professional practice in working across cultural boundaries. It considers the fundamental theories and frameworks of cross-cultural management and deepens our understanding of how they can be applied to management knowledge. Managers, researchers, students, HRM practitioners, and specialists in international business and cross-cultural affairs, will find this book a valuable reference source. Chapters suggest how frameworks can be further developed and how managers and employees can put them to use so as to build cross-cultural understanding and productive cross-functional teams.

This compilation of conference proceedings consists of 44 separate "chapters" or selections that are spread over about ten sections. The sections deals with such topics as historical and epistemological factors, cognitive and intellectual perspectives, and clinical and mental health.

Primary Care physicians often run into unexpected cultural obstacles when dealing with patients of different ethnicities. This book includes information essential to physicians' understanding in the treatment of African Americans, Latinos, Asian Americans, Native Americans and Arab and Muslim Americans. Other chapters address issues of spirituality

and religion in medicine and caring for immigrant populations.

This book situates the essential areas of psychology within a cultural perspective, exploring the relationship of culture to psychological phenomena, from introduction and research foundations to clinical and social principles and applications. • Includes contributions from an experienced, international team of researchers and teachers • Brings together new perspectives and research findings with established psychological principles • Organized around key issues of contemporary cross-cultural psychology, including ethnocentrism, diversity, gender and sexuality and their role in research methods • Argues for the importance of culture as an integral component in the teaching of psychology Third edition of leading textbook offering an advanced overview of all major perspectives of research in cross-cultural psychology.

Cross-Cultural Management: Essential Concepts, Fourth Edition introduces readers to the fundamentals of cross-cultural management by exploring the influence of culture on interpersonal interactions in organizational settings and examining the ever-increasing number of cross-cultural management challenges that global managers face in today's workplace. Instead of taking a country specific approach, authors David C. Thomas and Mark F. Peterson offer a predominantly psychological perspective—focusing on the interactions of people from different cultures in organizational settings. This approach shows readers the effects culture has on a wide variety of cross-cultural interactions across organizational contexts.

Prosperous families around the world face unexpected challenges as they encounter the modern global environment. It is natural for the wealth-creating generation to cherish the cultural roots that led to their success, advocating for the family's heritage. But, as subsequent generations are educated and trained in faraway lands and diverse cultures, new influences enter the family. The resulting conflicts can bring significant stress to the family and risk to the family enterprise, especially at times of generational transition. Cross Cultures: How Global Families Negotiate Change Across Generations outlines the latest insights from two internationally-renowned family business consultants, Dennis Jaffe PhD and James Grubman PhD. It explains the practical, commonsense strategies that families in each culture (and their advisors) can use to resolve the differences threatening the fabric of the family. Building on Dr. Grubman's first book, Strangers in Paradise: How Families Adapt to Wealth Across Generations, and Dr. Jaffe's 100 Year Family Enterprise Research project for Wise Counsel Research Associates, Cross Cultures outlines the current sociological research identifying three fundamental cultural styles around the world. It then provides insight into how families can overcome their cross-cultural stresses using proven negotiation techniques. Cross Cultures is a ground-breaking explanation of culture, its hidden dimensions, and the important new ways in which families must think, communicate, and solve problems together.

This activities workbook is designed to facilitate students' understanding and application of major concepts and principles in the study of culture and psychology. The 90 activities in this workbook feature a wide range of engaging case studies, self-administered scales, mini-experiments, and library research projects, addressing topics such as culture, race/ethnicity, gender, age, sexual orientation, disability, and social class. Background material is included for any concepts not commonly addressed in introductory texts. In addition, the workbook is supported by a substantial Instructor's Manual that includes discussion questions, video recommendations, variations by course level, and suggestions for expanded writing assignments.

Thrive in the multicultural communities where you work and live People, money, and information are flowing faster than ever across international borders, putting us all just one step away from a culture crash—that moment when you unintentionally confuse, frustrate, or offend someone from another culture. Are you struggling with trying to learn the customs, nuances, and hot buttons of every culture you might come into contact with? Michael Landers guides you toward a better solution: becoming aware of your own cultural “baggage.” You'll learn to sidestep the knee-jerk reactions that can get you into trouble and develop the agility to adjust your behaviors and expectations as needed. Through a mix of entertaining and instructive stories, valuable insights, and eye-opening self-assessments, Culture Crossing offers an essential primer for improving all your interactions with people from any background.

Issues in Comparative, Cross-Cultural, and Environmental Psychology: 2011 Edition is a ScholarlyEditions™ eBook that delivers timely, authoritative, and comprehensive information about Comparative, Cross-Cultural, and Environmental Psychology. The editors have built Issues in Comparative, Cross-Cultural, and Environmental Psychology: 2011 Edition on the vast information databases of ScholarlyNews.™ You can expect the information about Comparative, Cross-Cultural, and Environmental Psychology in this eBook to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of Issues in Comparative, Cross-Cultural, and Environmental Psychology: 2011 Edition has been produced by the world's leading scientists, engineers, analysts, research institutions, and companies. All of the content is from peer-reviewed sources, and all of it is written, assembled, and edited by the editors at ScholarlyEditions™ and available exclusively from us. You now have a source you can cite with authority, confidence, and credibility. More information is available at <http://www.ScholarlyEditions.com/>.

Authors research cross-cultural communication and identify the reasons that cause miscommunication between different cultures in New Zealand.

Cross-cultural management is a crucial challenge for the successful development of international business, yet it is often badly understood and poorly implemented. Misunderstandings arise as culture affects both individuals and organizations, yet attempts to understand, explain and interpret these differences have often been hidden between a welter of conflicting theories and paradigms. This book is a much-needed guide to the theory and practice of cross-cultural management. It focuses on four key areas: the language connection the global connection the management connection the multimedia connection. Using an innovative approach combining theory, tool-kits and applications, it takes a fresh look at this complex topic, investigating the recognition of cross-cultural differences, accounting for them in managerial communications, and bridging them in a variety of negotiations, interactions and collaborative projects.

Understanding how culture affects the ways we communicate—how we tell jokes, greet, ask questions, hedge, apologize, compliment, and so much more. We can learn to speak other languages, but do we truly understand what we are saying? How much detail should we offer when someone asks how we are? How close should we stand to our conversational partners? Is an invitation genuine or just pro forma? So much of communication depends on culture and context. In Getting Through, Roger Kreuz and Richard Roberts offer a guide to understanding and being understood in different cultures. Drawing on research from psychology, linguistics, sociology, and other fields, as well as personal experience, anecdotes, and popular culture, Kreuz and Roberts describe cross-cultural communication in terms of pragmatics—exploring how language is used and not just what words mean. Sometimes this is easy to figure out. If someone hisses “I'm fine!” though clenched teeth, we can assume that she's not really fine. But sometimes the context, cultural or otherwise, is more nuanced. For example, a visitor from another country might be taken aback when an American offers a complaint (“Cold out today!”) as a greeting. And should you apologize the same way in Tokyo as you would in Toledo? Kreuz and Roberts help us navigate such subtleties. It's a fascinating way to think about human interaction, but it's not purely academic: The more we understand one another, the better we can communicate, and the better we can communicate, the more we can avoid conflict.

This work makes the case that cross cultural issues are central to the purposes of legal education, and no longer can such issues be seen as an add-on to the traditional curriculum. The authors argue instead for a critical multiculturalism that is attuned to questions of gender, class, sexuality and social justice, and that must inform the whole law school curriculum.

This book is based on many years of research and practical pedagogical experiences around cross-cultural and multidisciplinary design for healthy ageing. It provides important insight into origins, design, implementation, and impact of cross-cultural design student study tours, and takes an original approach by foregrounding pedagogical practice for exploring healthy ageing solutions. The populations of Australia and many other countries in the Asia Pacific region are ageing. The next few decades will see up to half of the population in many countries represented by the over 65s. The impact of this change in population balance will be profound and it represents a potential global shift in design for society. This will challenge designers, planners and health care professionals to develop solutions to better meet the needs and harness the capacity of our growing and diversifying populations of older citizens, in relation to housing, community interaction and co-operation, health and well-being, and the integration new technologies. Different disciplinary and cultural perspectives can be a means to create new ideas and approaches that provide a deeper understanding of the needs of the global ageing population. This book examines some of the challenges associated with ageing in multi-cultural societies. We explore some of the major issues facing society in the area of 'healthy ageing' and propose a method of working with cross-disciplinary groups of health practitioners, designers, architects and cultural practitioners. Through case-studies of a series of workshops run in China and Singapore with Australian, Chinese and Singaporean students, we review the benefits of this approach and provide a framework for engaging designers, planners and health professionals in the process of creating new design solutions for the growing global ageing population. This book is especially useful for academics and educators in the design and health areas. Design professionals in urban, architectural, interior, industrial, graphic, multimedia, fashion, interaction, service and user-experience design will find many useful ideas. Health professionals across the range of disciplines, including medical practitioners, nurses, physiotherapists, other allied health professionals and carers practising in different settings such as aged-care facilities, government offices and others will also find it useful. It also provides insights and ideas for innovators, businesses and everybody interested in exploring design and innovation for an ageing population, which has been identified as a growing market. It may also be useful to anyone who wants to understand how to provide care for ageing members of the family and friends, or for anyone who wants to better understand issues around their own ageing.

Although there are many articles and books on social design, there has been very little work on the methods to combine the discipline areas of Health and Design in the creation of concepts and artefacts around design for healthy ageing. There is also very little on the understanding of 'Cross-cultural Empathy' in design. This book takes an original approach to 'Design for Healthy Ageing' by combining not only a varied discipline group of practitioners from design and health but also presenting cross-cultural methods to deal with issues associated with the social cause. The primary readership will include professionals and academics in the areas of cross-cultural design, health, ageing and related policies, government institutions and gerontologists. It will also be of interest to tutors and lecturers across design practice internationally, and the case studies are useful for those with a specific geographical interest (Australia, Singapore, China), including clinicians, carers and other health professionals in those areas.

Cross-Cultural Analysis is the sequel to Culture's Consequences, the classic work published by one of the most influential management thinkers in today's times, Geert Hofstede. The ability to effectively communicate with individuals from different linguistic and cultural backgrounds is an invaluable asset. Learning a second language proves useful as students navigate the culturally diverse world; however, studying a second language can be difficult for learners who are not immersed in the real and natural environment of the foreign language. Also, changes in education and advancements in information and communication technologies pose a number of challenges for implementing and maintaining sound practices within technology-enhanced language learning (TELL). Cross-Cultural Perspectives on Technology-Enhanced Language Learning provides information on educational technologies that enable language learners to have access to authentic and useful language resources. Readers will explore themes such as language pedagogy, how specific and universal cultural contexts influence audio-visual media used in technology-enhanced language learning (TELL), and the use of English video games to promote foreign language learning. This book is a valuable resource for academicians, education practitioners, advanced-level students, and school administrators seeking to improve language learning through technology-based resources.

This volume presents cutting-edge work in cross-cultural psychiatry by an international group of clinicians, researchers, and leaders in mental health policy. The book grew out of a recent lecture series at the Massachusetts General Hospital and features contributions from diverse fields including psychiatry, psychology, anthropology, social work, social medicine, and public policy. The first section highlights the implications of biological and cultural diversity for psychiatric diagnosis and treatment. Subsequent sections focus on psychotherapy in cross-cultural contexts and international mental health policy. Chapters examine a variety of patient populations, including Asian, African, and Hispanic Americans and populations in Europe and developing countries.

Now called Cross-Cultural Management to more clearly reflect the content, the Second Edition has been refined to build on the strength of the earlier edition for a stronger emphasis on understanding of the most current research on culture in organizational settings. The text examines cross-cultural management issues from a psychological or behavioural perspective. It focuses on the interactions of people from different cultures in organizational settings and helps the reader gain an understanding of the effect of culture that can be applied to a wide variety of cross-cultural interactions in various organizational contexts.

Cross-Cultural Management: With Insights from Brain Science explores a broad range of topics on the impact of culture in international business and vice versa, and the impact

of businesses and individuals in shaping a culture. It provides critical and in-depth information on globalization, global/glocal leadership, cross-cultural marketing, and cross-cultural negotiation. It also discusses many other topics that are not typically found in the mainstream management textbooks such as diversity management, bias management, cross-cultural motivation strategies, and change management. While most literature in the field is dominated by the static paradigm, that is, culture is fixed, nation equates to culture, and values are binary, this book takes a different approach. It regards national values as a first-best-guess and balances it with an introduction of the dynamic paradigm. This school of thought posits that culture is not static, context is the software of the mind, opposing values coexist, change is constant, and individuals can develop a multicultural mind. A unique feature of this book is the contribution of an interdisciplinary approach. It's the first textbook of cross-cultural management that incorporates latest findings from the emerging discipline of cultural neuroscience and evolutionary biology in the discussion. Such a holistic approach is meant to help readers gain a deeper and broader understanding of the subjects.

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