



Riding The Waves of Culture: Understanding Diversity in Global Business

Charles Hampden-Turner, Fons Trompenaars

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As U.S. organizations continue to explore overseas business opportunities, they will be challenged to adapt to the new market's local characteristics, legislation, fiscal regime, sociopolitical environment and cultural system. *Riding the Waves of Culture* shows international managers how to build the skills, sensitivity, and cultural awareness needed to establish and sustain management effectiveness across cultural borders. This revised edition is updated with new research and statistics.

More than an encyclopedia of cultures and customs, this essential guide:

- Describes successful and failed cross-cultural business transactions of multinational organizations such as AT&T, Heineken, Motorola and Volvo
- Offers techniques managers can use to anticipate and mediate some of the difficult dilemmas of international management
- Uses country-by-country graphs, examples, and other comparisons to illustrate how different cultures regard and respond to various management approaches

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