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Understanding Cross-Cultural Management 3rd edn

Marie-Joelle Browaeys, Roger Price

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Managing effectively across national and cultural boundaries is critical to the success of today's organisations, given the global environment of business and the 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.

This, the third edition of *Understanding Cross-Cultural Management*, has been adapted in line with the feedback from our many readers. The book explores the key themes and issues in one of the most challenging and fascinating areas of business, organisational and social life. It does so in a manner that enables you to sharpen your insights and practical skills.

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