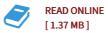


Managing across Cultures and Frontiers

By Phillip Eischet

GRIN Verlag Gmbh Mrz 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2014 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, University of Strathclyde, language: English, comment: Three major conceptual approaches to culture and their differences and similarities as well as the interrelationship between culture and two chosen management practices., abstract: Mahatma Gandhi, the famous Indian fighter for freedom, once stated: 'A nation's culture resides in the hearts and in the soul of its people'. Of greater importance, however, than analysing where in the human body culture is located, is the question whether such a concept as national culture does exist at all. According to McSweeney (2002, Abstract), most of the literature within each management discipline implies that actually 'each nation has a distinctive, influential and describable 'culture''. Although it can therefore be assumed that different cultures exist, there is no universal and objective description of any one culture on its own (Mead, 2005). Any one culture can only be described in relation to another culture; this is precisely where a few famous approaches to the whole subject of different...



Reviews

Extensive guideline! Its this sort of excellent read. it had been writtern quite properly and helpful. You can expect to like just how the writer create this book.

-- Mr. Gustave Gerhold

This book will never be straightforward to start on reading through but quite enjoyable to learn. Better then never, though i am quite late in start reading this one. Your lifestyle span will probably be convert once you complete reading this publication. -- Dr. Kadin Hane DVM