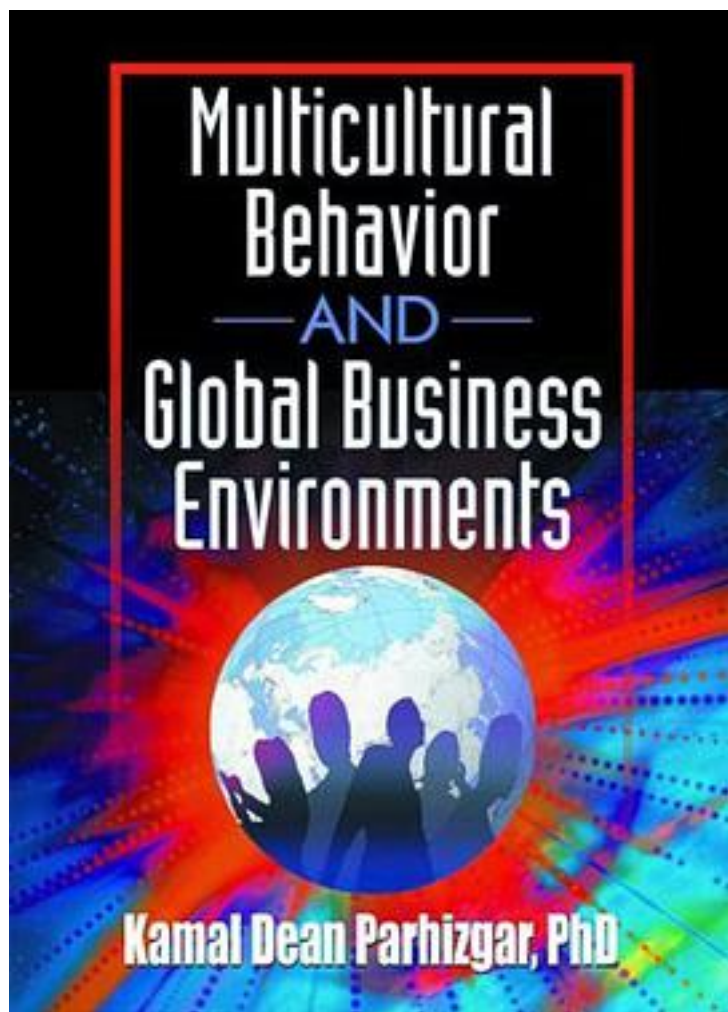


# Multicultural Behaviour and Global Business Environment



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出版者:Haworth Pr Inc

出版时间:2001-11

装帧:Pap

isbn:9780789012623

Managers who ignore or dismiss cultural differences may find themselves alienating customers and employees, fumbling negotiations, and ultimately losing sales. In contrast, those who are willing to see the world from different perspectives may spot fresh opportunities. Bringing multiple cultures together results in synergy, in which two combined energies multiply and reinforce one another. Multicultural Organizational Behavior in a Global Business Environment tells you not only how to create synergy, but also how to profit from it.

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