

Global Literacies

Global

*adj. world-class,
at home and abroad*

Literacies

*n. the twenty-first-century
leadership competency*

Lessons on
Business Leadership
and National Cultures



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Throughout the world, languages differ, but the business questions are the same. In French and Japanese, Hebrew and English, executives are asking, "How can I survive and thrive in the borderless, global marketplace?" For answers, the authors of *Global Literacies* went straight to the leaders themselves -- the CEOs of thousands of corporations around the globe. Two lessons emerged. First, there are leadership universals that every executive and manager needs to practice in order to be world-class at home and abroad. The second defied conventional wisdom: in the borderless economy, culture doesn't matter less, it matters more. Around the world, business leaders apply their own experiences -- personal, professional, and cultural -- to an ever-expanding world of Dutch colleagues, Brazilian suppliers, Taiwanese manufacturers, and Chinese competitors. These leaders are trying to become globally literate...and *Global Literacies* is for, and about, them. No one knows this better than CEOs of successful global companies such as Japan's Canon, Sweden's Ericsson, Taiwan's Acer Computers, the U.K.'s British Telecommunications, and U.S.-based Coca-Cola. In *Global Literacies*, a team of researchers led by Robert Rosen, Ph.D., of Healthy Companies International, and Watson Wyatt Worldwide have produced the first model of international business success based on a wide-ranging landmark study of global leaders and their world-class companies. *Global Literacies* documents the exclusive results of a worldwide survey of over one thousand senior executives and in-depth interviews with CEOs of seventy-eight companies -- companies representing 3.5 million employees in more than 200 countries, and with more than \$725 billion in annual sales. *Global Literacies* offers compelling new insights and business tools: The Global Leadership Universals Learn the new literacies of business: * Personal Literacy -- understanding and valuing yourself

* Social Literacy -- engaging and challenging people

* Business Literacy -- focusing and mobilizing your business

* Cultural Literacy -- valuing and leveraging cultural difference The Global Success Quotient Learn which are the most globally active, financially successful companies -- and countries -- in the world, understand how they got there, and apply those learnings to your own organization. The Cultures of Twenty-first-Century Business Develop ways to see global challenges and opportunities, think with an international mindset, act with fresh global-centric leadership behaviors, and mobilize world-class companies -- whether you're a multinational giant, a domestic manufacturer, or a local community organization. National Profiles With sophisticated profiles of thirty countries, and survey data from eighteen national cultures -- from the Tolerant Traders of the Netherlands to China's Ancient Modernizers and the Optimistic Entrepreneurs of the United States, *Global Literacies* is a groundbreaking and fascinating work on the most important issues in the world of business today.

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目录:

[Global Literacies 下载链接1](#)

标签

评论

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书评

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