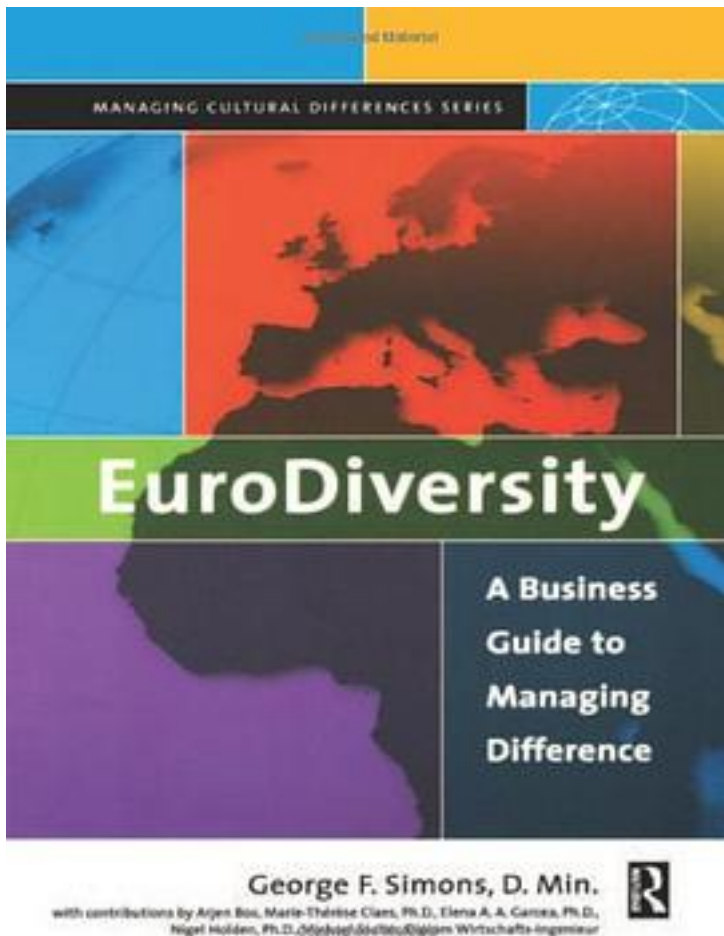


Eurodiversity



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How has cultural diversity affected the business climate of the growing European Union? What are European institutions and enterprises doing to manage it? In "EuroDiversity," Dr. Simons gathers issue-centered perspectives on how Europe's

entwined past, present, and future have made it the most strikingly diverse part of the world and what this means for doing business there. "EuroDiversity" provides: insights into Europe's cultural challenges of globalization, diversity dilemmas, and opportunities; and case studies, best practices, and resources for finding the common ground and developing the competence needed to succeed. "EuroDiversity" addresses how cultural diversity affects the business climate of the growing European Union and describes what European institutions and successful organizations are doing to manage it. The book's multinational team of authors gives us issue-centered perspectives on how Europe's entwined past, present and future have made it the most strikingly diverse part of the world and what this means for doing business there. They address Europe's cultural challenges of globalization and provide abundant insights into diversity dilemmas and opportunities. They point to the best practices and resources that will assist both European enterprises and those actively present in or trading with Europe to find the cultural common ground and competence they need to succeed. Contributors include: Arjen Bos, Marie-Therese Claes, Ph.D., Elena A. Garcea, Ph.D., Nigel Holden, Ph.D., Michael Stuber. "Diversity in Europe" is not the same as diversity in North America. Here is a book that not only makes clear why imported diversity models often fail in Europe, but also identifies true European diversity issues and what to do about them. This is a book about the world's most culturally diverse area that explores how businesses must manage differences here to be successful in the global marketplace. The book's multinational team of authors show us concrete cases of big corporations handling diversity successfully.

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