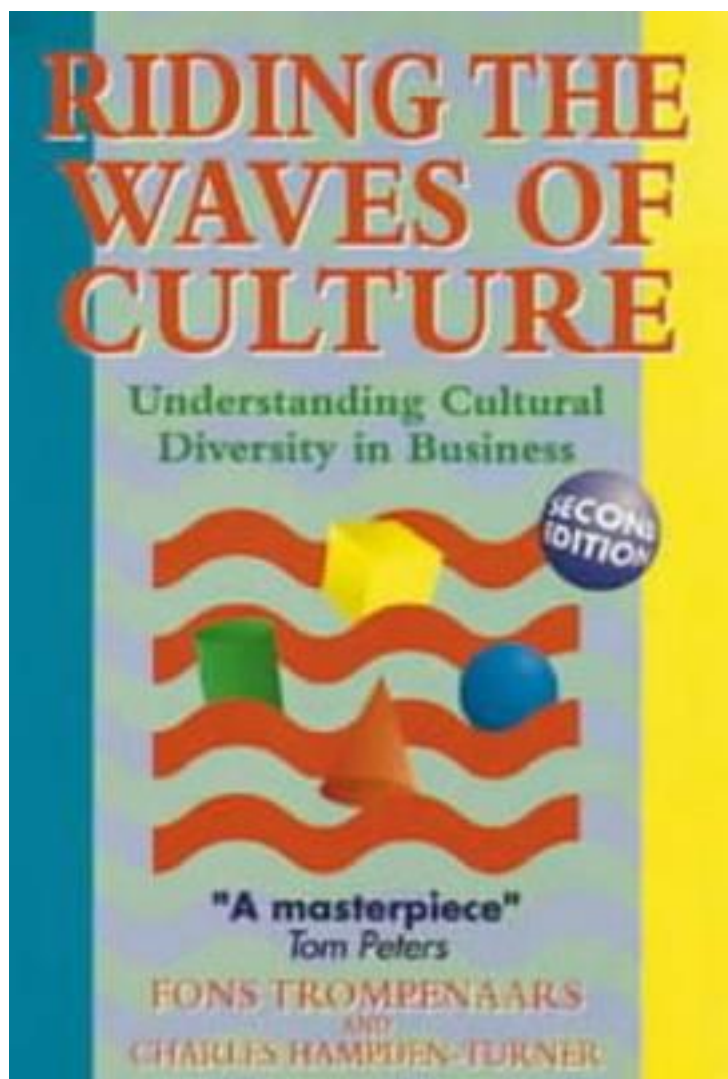


# Riding the Waves of Culture



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The definitive guide to cross-cultural management--updated to help you lead effectively during a time of unprecedented globalization First published nearly 20 years ago, *Riding the Waves of Culture* became the standard guide to conducting business in an international context. Now, the third edition provides you with important new information and groundbreaking methods for leading effectively in the most globalized business landscape ever. Fons Trompenaars is a world expert on international management and founder and director of Trompenaars Hampden-Turner (THT), a consulting firm in the field of intercultural management. Charles Hampden-Turner is a Senior Research Associate at the Judge Business School at the University of Cambridge and cofounder and Director of Research and Development at the Trompenaars-Hampden-Turner Group.

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