



# **Multicultural Management 2000: Essential Cultural Insights for Global Business Success (Managing Cultural Differences (Hardcover))**

*Farid Elashmawi Ph.D., Philip R. Harris*

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The expanding global marketplace and information superhighway demand multicultural skills. This book helps readers to understand cultural differences and synergy, and gives you practical strategies and skills to succeed in today's multicultural workplace. This invaluable book explores the vast cultural differences of the Arabs, North Americans, Latin Americans, and Asians. It guides you through many real-life cross-cultural situations from personal introductions and telephone calls to meetings and presentations, to training, motivation, and negotiations. Dialogues, examples, self-test and case studies provide clear and direct techniques to build your cultural competency.

The authors go on to give valuable insight into the subcultures that can exist within multinational organizations. A special section examines Russian/American synergy in space.

Cultural knowledge and skills give you the edge in global exchanges and business transfers. Multicultural Management 2000 is your toolkit for learning the cultural skills needed to succeed.

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