

**SUCCESSFUL CROSS- CULTURAL MANAGEMENT: A
GUIDE FOR INTERNATIONAL MANAGERS**

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About this item Related products Abstract Globalization and unlimited connectedness to all places in the world give us the impression that our world is growing smaller and smaller. Managers preparing for multinational assignments should acquire the essential skills for strategic negotiations and cross-cultural exchange in order to achieve the expected objectives and to make lasting impressions.

Cultural intelligence: A guide to working with people from other cultures. B

Yamamoto, who is a procurement manager at a big Japanese firm. One certainly cannot assume that national culture is the most relevant cultural identity to the individual or the organization, or that national cultural identity impacts all areas of interpersonal interaction.

In international management culture is certainly not the only important factor of these power players. First of all, China have taken the way business is done in the West only as an example, not as a system to adopt.