



Multicultural Behavior and Global Business Environments

Kamal Dean Parhizgar

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Resolve cross-cultural communication issues with your business suppliers, customers, and staff! Because of the rapid growth of multinational corporations and the World Wide Web, global interdependence is no longer a matter of ideology or choice, but an inescapable reality. Multicultural Behavior and Global Business Environments teaches managers both practical techniques and theoretical insights for working with people from diverse cultures in home and host countries. Managers who ignore or dismiss cultural differences may find themselves alienating customers and employees, fumbling negotiations, and ultimately losing sales. In contrast, those who are willing to see the world from different perspectives may spot fresh opportunities. Bringing multiple cultures together results in synergy, in which two combined energies multiply and reinforce one another. Multicultural Behavior and Global Business Environments tells you not only how to create synergy, but also how to profit from it. Multicultural Behavior and Global Business Environments offers practical features to help students and managers understand diverse cultures, including:

- charts, maps, and tables showing specific cultural divergences
- detailed discussions of relevant theories in psychology, management, and ethics
- exercises and self-tests
- clear, skill-based objectives for each chapter
- definitions of the terms and processes of multiculturalization

In the modern world, the key to prosperity--or failure--in the global marketplace is awareness of cultural differences. Multicultural Behavior and Global Business Environments offers a sweeping multidisciplinary inventory of facts, theories, and practical ideas for making multiculturalism work. This comprehensive volume is a crucial resource for every manager who belongs to a multinational organization, as well as students of both domestic and international business, political science, international relations, public administration, and educational administration.

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