



Management Development Through Cultural Diversity

Ronnie Lessem

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This stimulating, clearly written and well-structured text is a comprehensive introduction to the principles of management and organisational behaviour, as well as a corrective to the eurocentric bias of most management texts. It develops a trans-cultural perspective which draws on insights from across the world to examine different management styles, cultures and stages of business development.

Contents include:

- * Orientation
- * Primal Management - Western including America
- * Rational Management - Northern including Scandinavia
- * Developmental Management - Eastern including Japan
- * Metaphysical Management - Southern including South Africa
- * Developing yourself as a manager

Each section examines core management theory and literature, cultural orientation and related prominent theories. The numerous case studies use appropriate examples from a wide range of international organisations. The uniquely wide-ranging perspective make this a valuable text for all those interested in general management, international business, organisational behaviour and corporate strategy.

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