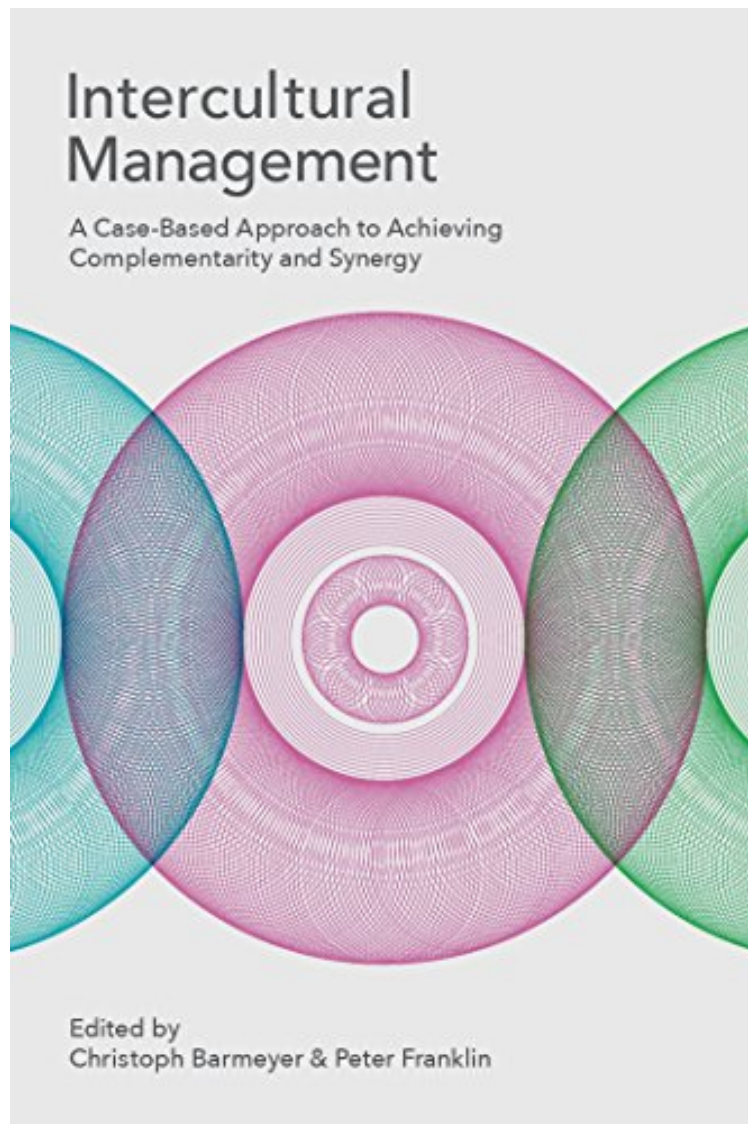


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## Intercultural Management: A Case-Based Approach to Achieving Complementarity and Synergy

*Christoph Barmeyer, Peter Franklin*

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**Christoph Barmeyer, Peter Franklin : Intercultural Management: A Case-Based Approach to Achieving Complementarity and Synergy** before purchasing it in order to gage whether or not it would be worth my time, and all praised Intercultural Management: A Case-Based Approach to Achieving Complementarity and Synergy:

How can organizations and individuals manage intercultural challenges and benefit from diversity? Intercultural Management is about managing across cultures: the difficulties and opportunities it brings and the competencies needed to handle the situations and create solutions. Applying a constructive approach, this book demonstrates how cultural diversity can be used as a resource to generate synergy and complementarity. Bringing together a collection of innovative case studies on a wide range of management topics it examines the issues in international management, helping the reader to explore theory in the context of real-life situations. Key features:

- Includes contributions from leading academics and practitioners.
- Helps the reader develop core management competencies.
- Presents authentic international case studies from a range of countries including central and Eastern Europe as well as the Asian economies.
- User-friendly structure with solutions on a dedicated companion website.

'Rather than experiencing cultural differences as threats to be overcome, Barmeyer and Franklin challenge the reader to experience and enjoy the richness of cultural diversity with in-depth case studies that go beyond stereotypical representations of cultural differences. This book is not only a valuable resource for cross-cultural management scholars and educators, but also a useful addition to any executive's library.' - Guuml;nter Stahl, Vienna University of Economics and Business, Austria

'Intercultural Management addresses one of the most important issues of the 21st century: how people from around the world can work well together. It is not a question of merely recognizing differences, but rather leveraging and appreciating global diversity. Franklin and Barmeyer guide readers through the complexities of human dynamics and offer much needed analysis and advice.' ndash; Nancy J. Adler, McGill University, Canada

'For the first time, a book that brings together theory, practice and reflective application homogeneously. The succinct approach and clarity of thought makes for an ideal resource for both students and academics alike.' ndash; Meena Chavan, Macquarie University, Australia

'For too long the treatment of culture in management research and education has remained detached from work place settings. At last we have a wellndash;conceived, ground-breaking book that is replete with solution-oriented, up-to-date cases for students and practitioners.' ndash; Nigel Holden, Leeds University Business School, UK

'This is the perfect text for students and researchers who require case studies which treat culture as a complex and contextual influence. They present entertaining and engaging scenarios which get to the heart of the role of culture in today's transnational business environment and encourage the reader to explore and question a wide variety of managerial dilemmas.' ndash; Fiona Moore, Royal Holloway, University of London, UK

'Finally, a management book on culture that doesn't reduce this important concept to simplistic, wholistic, nomothetic, value-based dimensions that do more harm than good in guiding intercultural interactions! Taking a dynamic, non-North American perspective, this book goes far in offering authentic, reflective, and practical guidance for practitioners as well as academics who want an up-close and genuine understanding of the culture in today's complex global business context.' ndash; Mary Yoko Brannen, University of Victoria, Canada

'This book is a very valuable resource on culture in management - the texts, cases and examples are highly insightful not only for students, but also for executives. The book helps readers on their journey towards improving intercultural competencies.' ndash; Stefan Schmid, ESCP Europe Business School, Germany