



Doing Business Internationally, Second Edition: The Guide To Cross-Cultural Success

By Danielle Walker, Thomas Walker, Danielle Medina Walker

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Doing Business Internationally, Second Edition: The Guide To Cross-Cultural Success By Danielle Walker, Thomas Walker, Danielle Medina Walker

"This is an important and excellent book for every negotiator." -The Negotiator Magazine

The premier guidebook for conducting cross-cultural business

Doing Business Internationally, Second Edition, is a nontechnical, accessible resource for managing today's multicultural organizations. Revised, restructured, and refocused from its classic first edition, it introduces the revolutionary Cultural Orientations Inventory (COI), a unique and valuable tool for identifying critical skills gaps and practicing style-switching, potentially increasing effectiveness and improving performance.

This fully updated edition revisits the first edition's groundbreaking strategies and techniques, plus presents new tools developed in conjunction with Harvard University, Columbia University, AT&T, and other leading universities and corporations.

- Concentrates on team building, executive development, problem solving, and other essential activities
- Features management and negotiation tips for global leaders
- Provides in-depth analyses of six key global regions

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Editorial Review

From Library Journal

Designed as a training program for those engaged in international business operations and academics, this book addresses the impact of cultural diversity on international business and expresses the necessity for developing "cultural competence" by international business operators. Drawing both from the literature of cross-cultural studies and from the experience of their practice, the authors (who are business consultants) take the fascinating approach of breaking the complexities of cultural differences into value orientations, put in the context of ten variables: environment, time, action, communication, space, power, individualism, competitiveness, structure, and thinking. The resulting framework offers readers systematic guidance on how to put in perspective the many factors and variations of cross-cultural issues. This work, which cites additional useful resources, is recommended for all business collections.

Ali D Abdulla, East Carolina Univ., Greenville, N.C.

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From the Back Cover

A Lucid and Logical Guidebook to Understanding Foreign Culturesand Conducting Successful Cross-Cultural Business

In addition to knowing what to expect when operating in other nations and cultures, businesspeople today must also be keenly aware of their *own* unseen and often unrecognized cultural feelings and biases. The stakes are too high and mistakes too costly to risk cultural misunderstandings.

Doing Business Internationally, second edition, is an insightful and hands-on introduction to the prevalent practices, behaviors, and attitudes of cultures and people around the world. Revised, restructured, and refocused from its classic first edition, this ground-breaking book provides:

- In-depth analyses of 6 important global regions
- The 4 basic skills necessary for becoming culturally competent
- **The Cultural Orientations Inventory (COI)** A powerful tool for identifying and correcting one's cultural skills gaps

The key to global business success is preparation, but a new century has brought new rules of preparation. Let *Doing Business Internationally* show you how to increase your interpersonal effectiveness in virtually any global setting, seamlessly transfer your operational and communication skills from one culture to the next, and dramatically improve your cross-cultural business performance.

More than at any time in history, today's world is characterized by the continuous movement of people across international borders, increased globalization of business via the Internet and other technological factors, and widespread social, economic, and political upheaval. Empathy and understanding of other cultures is important to the interpersonal success of individuals and essential to the business success of multinational corporations and their executives.

Doing Business Internationally represents an ideal introduction to achieving that vital understanding. From the economic, societal, and organizational trends that define the phenomenon of globalization to the actual practices necessary for functioning effectively in the increasingly interconnected yet still diverse world, this

focused yet wide-ranging report presents

- Techniques for minimizing the impact of cultural differences in a business setting
- Models for understanding the hidden forces that guide institutions, behaviors, and interactions
- Strategies for leveraging culture to establish and maintain competitive advantage

Along with innovative products and processes, global market leaders today must have effective cross-cultural communication skills. The revised and updated edition of the international classic *Doing Business Internationally* is the most comprehensive "user's manual" available for developing those skills. This important book examines the essentials of cross-cultural understanding through the prism of today's demanding corporate environment, and creates a template for succeeding in a business world that has completely rewritten the rules of interpersonal communication and performance.

About the Author

Thomas Walker is chief operating officer of Training Management Corporation (TMC), a recognized leader in the field of global management and cross-cultural consulting and training. A veteran of over two decades in international human resources development, Walker spent a number of years both living and working overseas.

Danielle Medina Walker is founder and president of Training Management Corporation.

Fluent in four languages, Ms. Walker has worked and consulted extensively with major companies in North America, Asia, Europe, and the Middle East, and is coauthor of several books on achieving global professional success.

Joerg Schmitz is senior director of Training Management Corporation. A cultural anthropologist by training, Schmitz specializes in consulting on strategic global learning initiatives and delivering management training to global companies and organizations both in the United States and overseas.

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