



# Managing Cultural Differences

By Robert T. Moran, Neil Remington Abramson, Sarah V. Moran

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**Managing Cultural Differences** By Robert T. Moran, Neil Remington Abramson, Sarah V. Moran

The world of business for all organizations in the twenty-first century is global, interdependent, complex, and rapidly changing. That means sophisticated global leadership skills are required more than ever today. Individual and organizational success is no longer dependent solely on business acumen. Our ability to understand, communicate, and manage across borders, countries, and cultures has never been as important as it is now. The understanding and utilization of cultural differences as a business resource is a key building block as companies rely on their global reach to achieve the best profit and performance.

For this reason, international business and cross-cultural management are key topics in undergraduate business, MBA, and executive education programs worldwide as companies and institutions prepare current and future business leaders for the global marketplace. This exciting new edition of the highly successful textbook, *Managing Cultural Differences*, seeks to guide students and any person with global responsibilities to understand how culture fits in a changing business world, how to gain a competitive advantage from effective cross-cultural management, and gives practical advice for doing business across the globe.

With updated content, new case studies, and a new author team, *Managing Cultural Differences* is required course reading for undergraduates, postgraduates, and MBA students alike, as well as being of significant value for anyone who sells, purchases, travels, or works internationally.

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## **Managing Cultural Differences By Robert T. Moran, Neil Remington Abramson, Sarah V. Moran Bibliography**

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"this edition, rich with new stories, examples and suggestions...this book contains required information for anyone interacting in a culture other than their own"

*Dr. Warren Wilhelm, DBA Harvard Business School, President, Global Consulting Alliance*

"an invaluable learning tool and reference book. The new edition is quite simply the best yet"

*Michael Philipps. CFO-Omya, Inc. CFO of the year - Cincinnati Business Courier, 2013*

"The authors have done a marvellous job of discussing inter-cultural diversity... managerial implications... as well as strategy... I was particularly impressed by the book's depth and breadth, and the authors' comprehensive treatment of cultures around the world. This book is likely to set standards in its class!"

*Hemant Merchant, PhD, Professor of International Management, University of South Florida - St. Petersburg, USA*

"comprehensive and up to date...valuable cultural insights...will continue to be my guide for working with European and Global clients"

*Karen Green, Organizational Development Consultant, Karity HR Solutions, UK*

"*Managing Cultural Differences* is a must-have for managers and leaders working cross-culturally...provides great insight on how to drive performance"

*Jeffrey Kotanchick, Leadership Development Advisor, Saudi Aramco, Saudi Arabia*

"Greater emphasis is placed in *Managing Cultural Differences 9<sup>th</sup> Edition* on the strategic management of cultural differences, including eastern Asian perspectives on strategy that are rarely included in such discussions. The value of the text is enhanced by this approach."

*Ed Bukszar, PhD. Associate Professor of Strategy, Simon Fraser University - presently working as the CEO of the CA School of Business in Vancouver, Canada.*

"a must read text for every business school: in fact for every aspiring and practicing business leader...all readers will benefit immensely "

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"a guide for leaders to create synergy and successful relationships"

*Sidney Matos, Aftersales and Purchase Director, JCB Brazil, Sao Paulo, Brazil*

"the material is one of the most significant in my approach to building a Global business"

*Founder and CEO of AOPEN, a large global company in Taipei, Taiwan*

#### About the Author

**Robert T. Moran** is Professor of International Management, Emeritus and Former Interim Chair of the International Studies Department at Thunderbird School of Global Management, USA.

**Neil Remington Abramson** is Associate Professor of Management, in the Strategy Area Group of the Beedie School of Business, Simon Fraser University, Vancouver, British Columbia, Canada. He is the recently elected president of the Simon Fraser Faculty Association (2013--2014), a position he has held in the past (2001--2002). In 1991--1992, he was an assistant professor at the Richard Ivey School of Business in London, Ontario, Canada.

**Sarah V. Moran** has a masters degree in Intercultural Communication from Arizona State University and has successfully completed all required course work at McGill University for a Ph.D. in Management. Following her masters degree, she worked for four years in Asia.

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##### **Harold Morris:**

Managing Cultural Differences can be one of your nice books that are good idea. Most of us recommend that

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