



Cross-Cultural Management: Text and Cases

Dipak Kumar Bhattacharyya

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The whole new gamut of multinational companies (so-called MNC's) and transnational companies (TNC's) have brought-in a new drift in organizational behaviour pattern. This book meticulously digs into how the employees working in diverse cultural set-up behave, and what the organizations are doing to help them 'feel-at-home'. The case-studies and examples compiled from almost all corners of the globe, discuss various cross-cultural management practices adopted by the organizations, and their effectiveness. Though this book is intended for the students of management, it would be equally beneficial for the practising managers handling the cross-cultural teams.

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