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First published nearly 20 years ago, Riding the Waves of Culture became the standard guide to leading effectively in an international business context. Now, the third edition takes you beyond cross-cultural awareness and "issues" to help you take strategic advantage of cultural differences in the business environment.

Amazon.com: Riding the Waves of Culture: Understanding ...

"Riding the Waves of Culture" is one of the well-known books on cultural dimensions (the most famous other one being the work of Geert Hofstede Cultures and Organizations: Software for the Mind, Third Edition). Trompenaars has collected a enormous amount of cultural survey results from many different countries.

Riding the Waves of Culture : Understanding Cultural ...

International management guru, Fons Trompenaar's best-selling Riding the Waves of Culture has become an essential guide for managers and trainers in multinational organizations, as well as anyone who conducts business overseas.

Riding the Waves of Culture: Understanding Diversity in ...

In Riding the waves of culture, Fons Trompenaars describes 7 cultural dimensions and the effects of this in a time of globalization in which people from different cultures do business with each other.

Riding the Waves of Culture - F.Trompenaars (summary ...

RIDING THE WAVES OF CULTURE provides cultural insights into the global v. local dilemma, and most importantly, gives readers a better understanding of their own culture and cultural differences in general Rich in case studies and anecdotes, the book is based upon the author's own experience plus field studies in 30 companies in a total of 50 countries, including Royal Dutch Airlines, KLM, Volvo, Lotus, Kodak, AT&T, Royal Dutch Shell, ICI, Heineken, Mars and Glaxo.

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Trompenaars Hampden-Turner provides consulting, training, coaching and (un) learning services to help leaders and professionals manage and solve their business and culture dilemma's,

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Since its original publication, Riding the Waves of Culture has been considered the definitive guide to one of the 21st century's most pressing management concerns—effectively leading people and organizations in an increasingly global business environment.

About « Riding the Waves of Culture

Readers of the book can get access to more in-depth resources through our online system of culture intelligence - see below: the THT blog. Culture as Problem-Solving: Lessons from Global Governance - Non Profit News - Nonprofit Quarterly June 22, 2020.

Resources for Readers « Riding the Waves of Culture

PDF | On Jan 1, 1998, Fons Trompenaars and others published Riding the Waves of Culture | Find, read and cite all the research you need on ResearchGate

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Academically organized, dense with anecdotes and, this time, thoroughly documented, Riding the Waves of Culture is entertaining at least, and possibly essential in this global age. getAbstract recommends this book to any professional approaching an international management task, or overseeing a business that stretches across regional boundaries.

Riding the Waves of Culture Free Summary by Fons ...

Riding the waves of culture: Understanding cultural diversity in business

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First published nearly 20 years ago, Riding the Waves of Culture became the standard guide to leading effectively in an international business context. Now, the third edition takes you beyond cross-cultural awareness and issues to help you take strategic advantage of cultural differences in the business environment.

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Riding The Waves Of Culture is singularly useful not only in its summaries mapping out the various main cultural principles across a large number of countries, but most strongly in its suggestions for how to work across those cultural divides.

Riding the Waves of Culture: Understanding Cultural ...

Trompenaars wrote Riding the Waves of Culture, Understanding Cultural Diversity in Business. This book (in its third edition) sold over 120,000 copies and was translated into 16 languages amongst them, French, German, Dutch, Korean, Danish, Turkish, Chinese, Hungarian and Portuguese.

Fons Trompenaars - Wikipedia

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