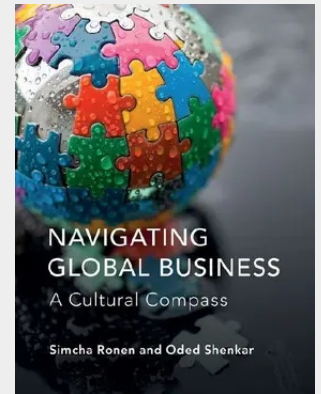


Navigating Global Business

Navigating Global Business integrates and synthesizes all available country cluster studies into a nested meta-structure accompanied by eco-cultural correlates that distinguish amongst clusters. The broad range of analyses will appeal to researchers and practitioners, seasoned multi-firm executives, those in small firms seeking internationalization, and anyone intrigued by the greater question of human diversity. The book covers key work-related cultural dimensions for much of the world, and includes examples of applications in most business areas. Also exhibited are the correlates of culture, some of which, such as language and religion, speak to the origin of cultural variations in addition to illustrating key variants of the global terrain. Finally, the authors examine how patterns might have changed over time, providing a rigorous and realistic assessment of the fruits of globalization.

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