



Cultural DNA [the psychology of globalization /

Bains, Gurnek,
author

Cultural intelligence Leadership- Career development Culture and globalization

Monografía

"Develop a deeper cultural intelligence to thrive in a globalized marketplace Cultural DNA is a manual for successful engagement with cultures around the world. Written by founder and chairman of a global business psychology consultancy, this book guides leaders through the essential globalization management soft skills required to remain relevant in an increasingly connected business world. Readers will learn about the psychological themes at play in the U.S., Latin America, Europe, China, India, The Middle East, and Sub-Saharan Africa, and study the quantitative analysis from an extensive database of leaders. Groundbreaking behavioral genetics research shows exactly how companies and leaders can excel, turning globalization into a major competitive advantage. Borders and boundaries are becoming increasingly irrelevant in business operations, and leaders are required to engage in other cultures more deeply than ever before. This global-cultural convergence has highlighted both similarities and deep-rooted differences, and it's up to the leaders involved in these exchanges to bridge the divide and pursue the goals that benefit both sides. Cultural DNA provides the information and insight that leads to these successes, helping readers to: Develop deeper empathy and respect for other cultures Appreciate difference and leverage it better for competitive advantage Anticipate cultural differences and solve issues before they arise Thoughtfully manage globalization-driven convergences to find a common ground Excel at managing globalization by applying cultural intelligence Successful leaders understand that in certain situations, it's the soft skills that matter most. Globalization demands that cultures learn to work within each other's needs and expectations, and the right mix of people skills, business acumen, and cultural awareness is key. For the global business leader, Cultural DNA is a handbook for successful exchange"--

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMTc5NDk4NDE>

Título: Cultural DNA Recurso electrónico] the psychology of globalization Gurnek Bains

Descripción física: 1 online resource (323 pages)

Mención de serie: E-Libro

Nota general: Includes index Description based on print version record

Versión original: Print version Bains, Gurnek. Cultural DNA : the psychology of globalization. Hoboken : Wiley, [2015] xxxv, 284 pages.,. 9781118928912

Detalles del sistema: Modo de acceso: World Wide Web

Fuente de adquisición directa: E-Libro

ISBN: 9781118928912 hardback : alk. paper) 9781118928929 e-book)

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es