



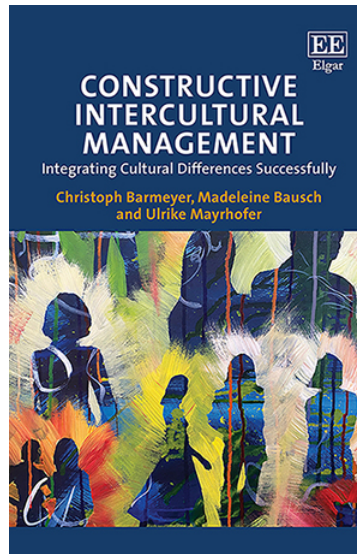
Constructive Intercultural Management

Integrating Cultural Differences Successfully

Christoph Barmeyer, Madeleine Bausch, University of Passau, Germany, Ulrike Mayrhofer, IAE Nice, Université Côte d'Azur, France

This textbook comprises an innovative companion for cross-cultural management classes, demonstrating how organizations can deal with cultural differences successfully. Providing a constructive and positive lens into the multifaceted world of interculturality, the authors illustrate the multiple benefits associated with cultural diversity in the fast-changing global and digital environment.

'This book not only provides a comprehensive overview of relevant topics of the field of intercultural management, but also provides helpful advice about how to bridge cultural differences.'
– Sonja A. Sackmann, Universität der Bundeswehr München, Germany



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|-------------------------------|--------|-----------|-------------------|-------------------|--------|---------------------|----------|
| 2021 | 256 pp | Paperback | 978 1 83910 455 8 | £32.95 | £26.36 | \$55.00 | \$44.00 |
| 2021 | 256 pp | Hardback | 978 1 83910 453 4 | £95.00 | £85.50 | \$150.00 | \$135.00 |
| Elgaronline 978 1 83910 454 1 | | | | | | | |

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