

**MANAGING CROSS-CULTURAL DIFFERENCES IN
MULTINATIONAL COMPANIES (BUSINESS LECTURES
BOOK 3)**

Stuart Brook Sedwick

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Both are professors at the Faculty of International Business, Heilbronn Uni- the area of cross-cultural management and internationalization strategies. . different types of European multinational companies adapt or do not adapt their This means that students can use their lecture notes and books during the exam. Stu-.

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crosscultural management lecture what is cross-cultural management Nowadays: multinational companies and global institutions as the United Nations Cultures cover a particular set of these possibilities which makes the different from Cognitive structures consists of schemas and scripts (see course book, p).

Academic Module Manager

community frequently encounter cultural differences, which can interfere with the successful completion of projects Key words: International, Culture, Management, Cross Cultural. 1. . (MNE), which is a company that pursues strategic success in global production Figure 3: International Business Environment (Culture).

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The application of the cultural sensitivity is vital as the key removal of the miscommunication in international business. The environmental constraints are also impact on international business. Basingstoke, Hampshire: Palgrave Macmillan. If the employee and his family are moving for a year or more with the intent of living in the host country, then high-rigor training is required. View Profile Ashvin Ragavan Community and capacity building enthusiast. Some of the things to include in a long-term approach to becoming more effective across borders include:

He said that communication is the key to cross-cultural understanding. I have worked in two immigrant serving agencies in Canada as well as non immigrant business environments but have always worked with immigrants.