



Riding the Waves of Culture: Understanding Diversity in Global Business 3/E

Fons Trompenaars, Charles Hampden-Turner

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The bestselling guide to cross-cultural leadership

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.

Today's business landscape is barely a shadow of what it was only a few years ago, when managers' main concerns were being aware of cultural differences and preventing embarrassments. Now, you must take it a step further to leverage cultural differences for maximum competitive advantage.

The highly anticipated third edition of this business classic brings you completely up-to-date in a world transformed by radical changes in politics, society, the economy, and technology. Retaining its detailed descriptions of the underlying cultural frameworks that affect day-to-day business, *Riding the Waves of Culture*, Third Edition, provides new, evidence-based information and insight on:

- **M&A**?how dealing with (national and corporate) cultural differences can enhance and improve chances of success in these often risky endeavors
- **An Increasingly Diverse Business World**?including improved and expanded measurements of competences, dilemmas and their reconciliations, servant leadership, innovation, and remote-team effectiveness
- **Cultural Convergence**?analysis of changes in the past 25 years bringing the world closer to a single "global village"

The ability to lead effectively in a global business environment is perhaps the most valuable skill anyone can bring to an organization. The most thoroughly researched and highly respected resource of its kind, *Riding the Waves of Culture* doesn't just help you stay afloat in today's diverse work environment; it provides the knowledge you need to seize the advantage and compete for the long run.

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