Developing the Global Organization (Managing Cultural Differences)

J.D., William G. Stripp, Philip R. Harris, Robert T. Moran

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With expanding world markets and increased international business competition comes a corresponding demand for organizations and individuals who are prepared to operate in these new arenas of global commerce. As a human resource professional, it is your job to ensure your team keeps pace with the current rush into these arenas. Developing the Global Organization gives you the strategies and insights to stay ahead of the pack.

· Do you know the difference between a global and multinational corporation?
· Are you familiar with "economies of scope?"
· Would your corporation benefit from "partnership marketing?"
· Which cross-cultural training strategies would best benefit your company's personnel?
· How do you "globalize" your organization?

Today's HRD specialists now have answers to these and many similar questions that loom on the horizon of a growing era of organizational and corporate globalization. This book helps human resource professionals fulfill bottom-line responsibilities of preparing their organization's personnel for global interaction and competition.

Within this text the reader will discover various cross-cultural training and education strategies aimed at developing global organizations and managers who are able to conduct business successfully in world markets. Developing the Global Organization combines a theoretical foundation with practical information and suggestions that show you how to become an agent of change in creating a high-performance work force that is ready to capitalize on all international and intercultural opportunities that arise.

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