



## Global Diversity: Winning Customers and Engaging Employees Within World Markets

By Ernest Gundling, Anita Zanchettin

Hodder Stoughton General Division, United Kingdom, 2010. Paperback. Book Condition: New. Reprint. 226 x 150 mm. Language: English . Brand New Book. Mastering global business requires that leaders and managers fully understand the differences that exist within countries as well as between them. To succeed in China, knowledge of the local culture is essential. but which culture? Many businesspeople are aware that considerable variety exists, but lack the knowledge and tools to leverage this insight. The most successful business strategies rely on embracing the depth and breadth of diversity in local customers, employees and suppliers. Drawing on the authors years of hands-on experience, Global Diversity presents the key cultural variables relevant in eight major markets: China, Egypt, India, Japan, Mexico, Russia, the United Kingdom, and the United States. Each country is explored in depth, especially the culture within cultures, and recommendations are made for realizing local market opportunities as well as creating an inclusive workforce. Global Diversity takes into account the true variety that exists within each country while enabling every employee in a global enterprise to become an engaged and accountable contributor. Vital cultural insights are presented for: individual managers selling their products and services in foreign markets, expatriates working...



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