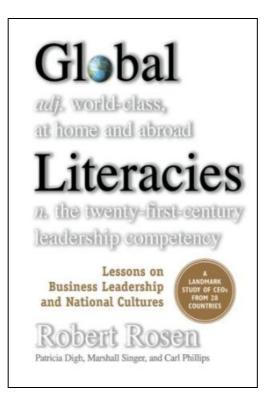
Global Literacies: Lessons on Business Leadership and National Cultures



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Reviews

This book will not be straightforward to start on studying but really fun to read. it absolutely was writtern really flawlessly and helpful. You can expect to like just how the writer write this publication. (Glenna Goldner)

GLOBAL LITERACIES: LESSONS ON BUSINESS LEADERSHIP AND NATIONAL CULTURES



Simon & Schuster. Hardcover. Book Condition: New. Hardcover. 416 pages. Dimensions: 9.5in. x 5.9in. x 1.2in.Throughout the world, languages differ, but the business questions are the same. In French and Japanese, Hebrew and English, executives are asking, How can I survive and thrive in the borderless, global marketplace For answers, the authors of Global Literacies went straight to the leaders themselves -- the CEOs of thousands of corporations around the globe. Two lessons emerged. First, there are leadership universals that every executive and manager needs to practice in order to be world-class at home and abroad. The second defied conventional wisdom: in the borderless economy, culture doesnt matter less, it matters more. Around the world, business leaders apply their own experiences -- personal, professional, and cultural -- to an ever-expanding world of Dutch colleagues, Brazilian suppliers, Taiwanese manufacturers, and Chinese competitors. These leaders are trying to become globally literate. . . and Global Literacies is for, and about, them. No one knows this better than CEOs of successful global companies such as Japans Canon, Swedens Ericsson, Taiwans Acer Computers, the U. K. s British Telecommunications, and U. S. -based Coca-Cola. In Global Literacies, a team of researchers led by Robert Rosen, Ph. D. , of Healthy Companies International, and Watson Wyatt Worldwide have produced the first model of international business success based on a wide-ranging landmark study of global leaders and their world-class companies. Global Literacies documents the exclusive results of a worldwide survey of over one thousand senior executives and in-depth interviews with CEOs of seventy-eight companies -- companies representing 3. 5 million employees in more than 200 countries, and with more than 725 billion in annual sales. Global Literacies offers compelling new insights and business tools: The Global Leadership Universals Learn the new literacies of business: Personal Literacy...

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