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The theme of this new edition of Cross-Cultural Business Behavior is CHANGE. First of all, cultures change. In markets around the world, business behavior is constantly evolving, impelled by generational shifts, improvements in education, and (especially) increasing exposure to the world marketplace.

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Cross-Cultural Business Behavior - A Guide for Global

International Journal of Business and Social Science Vol. 3 No. 6; [Special Issue -March 2012] 107 3.
Cross-cultural Management According to Nancy Adler (2008), she gives a good definition of cross cultural management: â€œCross-cultural management explains the behavior of people in organizations around the world

Cross-cultural Differences in Management

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