



Multicultural MANAGEMENT

New Skills for Global Success

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SERIES PREFACE

To thrive and, in many cases, to survive in the 1990s, it is necessary for organizations to globalize in strategy, structure, and people. Companies have realized that developing strategies or managing people as if the internal and external environments of the organization had not changed is a major mistake. "Bashing" others rather than taking the inward journey and becoming a revolutionary learning organization is dysfunctional and counterproductive to corporate survival. As expected, many organizations in various countries have taken the inward journey and are effectively managing this challenge. Some are not.

The books in the *Managing Cultural Differences Series* are intended to stimulate and support the effort of globalization in all of its dimensions. The books have been widely accepted in academic circles and by practicing internationalists.

As series editors, we are pleased that Gulf Publishing Company has risen to the challenge of addressing questions of people, cultures, organizations, and strategy in a rapidly changing, highly interdependent community.

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