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considered the definitive guide to one of the 21st century's most pressing management concerns—effectively leading people and organizations in an increasingly global business environment. Today's business landscape is barely a shadow of what it was only a few years ago, when managers' main concerns were being aware of cultural differences and preventing embarrassments.

Riding the Waves of Culture: Understanding Diversity in ...

Trompenaars wrote *Riding the Waves of Culture, Understanding Cultural Diversity in Business*. This book (in its third edition) sold over 120,000 copies and was translated into 16 languages amongst them, French, German, Dutch, Korean, Danish, Turkish, Chinese, Hungarian and Portuguese.

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