



Culture Clash 2: Managing the Global High-Performance Team (Global Leader Series)

Thomas Zweifel

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Few are prepared for managing across cultures, and the costs of cultural blind spots can spin out of control—from lawsuits to lost opportunities. Forged in the fire of clashing cultures and living on four continents, Dr. Zweifel developed a fool-proof methodology for managing successfully across borders. And post-9/11, the Arab Spring and the BRICS emerging markets, e-commerce and social networks have made this updated and expanded edition of Culture Clash indispensable.

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