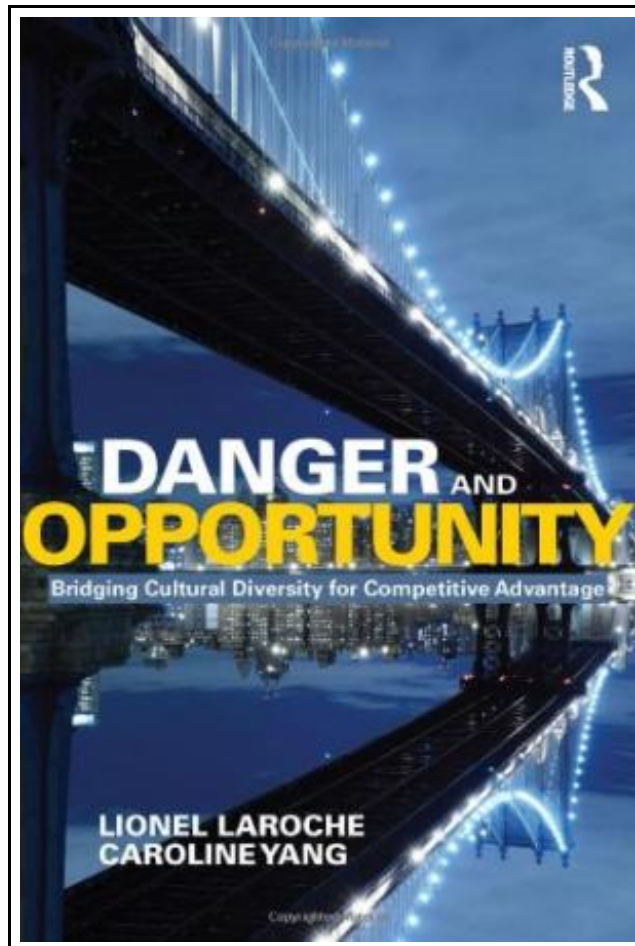


# Danger and Opportunity: Bridging Cultural Diversity for Competitive Advantage



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## DANGER AND OPPORTUNITY: BRIDGING CULTURAL DIVERSITY FOR COMPETITIVE ADVANTAGE



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Routledge, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service!  
Summary: "Understanding and working with different cultures is a key success factor of any multinational corporation or overseas venture. This book not only enhances a reader's cultural awareness, it outlines actions that can be taken to bridge cultural gaps and pave the way for the creation of effective programs allowing staff from different nationalities to work together at an optimal level. It also enhances a reader's ability to assess local labour markets and identify strategies for success. Lionel and Caroline have created an excellent tool for HR professionals and senior executives to align different cultures with the corporate culture of their organizations." - Christine Barwell, Vice President, Human Resources, Alamos Gold Inc., Toronto, Canada  
"Laroche and Yang provide effective and fascinating ways to handle multicultural business contexts. Their recommendations and findings are based on observing, monitoring and resolving real life cases in the domain of cultural differences. This book will certainly help managers of global companies use cultural differences as opportunities to implement outstanding and robust internal and external processes from all possible perspectives (communication, reporting, hiring, performance management, development, risk management, and more) and therefore create very strong competitive advantages." - Philippe Basti, Ph.D. Global Head of Information and Grading, Euler Hermes Credit Insurance - ALLIANZ Group, Paris, France  
"Promoting and championing diversity is critical to building a successful organization. Lionel and Caroline provide a practical approach to integrating simple solutions that foster an inclusive workplace culture. An insightful tool for leadership and employees alike!" - Albert Elliott, former Vice-President of Human Resources, Communications and Administration at Total Exploration & Production, Canada  
"This book will carry you to the next level of understanding multicultural environments. The way we communicate and behave is deeply rooted in our cultural background. Understanding..."

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