



# Managing Cultural Differences

*By Robert T. Moran, Philip R. Harris, Sarah Moran*

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The international nature of modern Business means that individual and organizational success is no longer dependent solely on business acumen- our ability to understand, communicate and work with people in different countries and cultures around the world is more important than ever as more companies rely on their global reach to achieve the best profit and performance. For this reason, international business and cross-cultural management are key topics in undergraduate business, MBA and executive education programs worldwide as companies and institutions prepare current and future business leaders for the global marketplace.

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## **Editorial Review**

### Review

"*Managing Cultural Differences* should be a required text for all students (graduate and undergraduate) who are preparing for careers in international business, foreign service or developmental change, in either the public or private sectors.

Having spent a good part of my professional career working both abroad (Malawi, India, and Indonesia) and in the United States (Indian Reservations and in Appalachia,) this book is of great value to anyone working or living in a cross cultural environment, both at home or abroad.

A five star publication."

W. B. Leach, PhD

Peace Corp staff, University of Kentucky Center for Developmental Change, and University of Kentucky Research Foundation (Retired)

"the bible of multiculturalism" - New York Times News Service

"All in all, this is one of the most complete books about management in the modern global world. The cross-cultural dimension of the book makes it a must-read for any young or experienced manager working internationally out of corporate headquarters or working full time overseas."

-- Christopher Howard-Williams, International consultant and executive education provider

### About the Author

Robert Moran, Ph.D., is a Professor of Global Management, Emeritus at Thunderbird School of Global Management in Arizona, USA.

Dr. Philip R. Harris is President of Harris International, Ltd. in LaJolla, California. He is Series Editor of the Managing Cultural Differences Series and co-author of B-H books Managing Cultural Differences, Multicultural Management 2000, and Transcultural Leadership. He is on the advisory board of the European Business Review.

Sarah Moran has worked extensively in the areas of organizational and cross-cultural relations. She co-facilitated employee relations workshops with internal teams for Motorola and Intel employees to use cross-cultural management strategies to better manage global responsibilities. She has also worked with high level military nurses serving the U.S. Army, Navy and Air Force regarding fiscal priorities regarding health care concerns. As a member of the Diversity and Inclusion Council with The Hartford Company she worked implementing diversity awareness strategies to improve employee productivity. As a corporate examiner with Arizona Quality Alliance, she formulated an onsite examination strategy which included an analysis of organizational performance, development and leadership. Sarah earned her Masters in Organizational and Intercultural Communications from Arizona State University. She is currently a PhD student focusing her studies on Cross Cultural Management in the Organizational Behavior research area of Desautels Faculty of Management, McGill University, at Montreal, Canada.

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