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Riding the Waves of Culture: Understanding Diversity in Global Business. [Alfons Trompenaars] on Amazon.com. \*FREE\* shipping on qualifying offers. This is the third edition of the definitive text on cultural diversity in business that encourages us to understand our own culture in the work place before managing or doing business with other national cultures

**Riding the Waves of Culture: Understanding Cultural ...**

Academically organized, dense with anecdotes and, this time, thoroughly documented, Riding the Waves of Culture is entertaining at least, and possibly essential in this global age. getAbstract recommends this book to any professional approaching an international management task, or overseeing a business that stretches across regional boundaries.

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Resources for Readers. Readers of the book can get access to more in-depth resources through our online system of culture intelligence - see below: the THT blog. Christmas Dinner, The Christmas Proclamation, And A Few Words On Culture And Policy - Forbes December 26, 2019.

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International management guru, Fons Trompenaar's best-selling Riding the Waves of Culture has become an essential guide for managers and trainers in multinational organizations, as well as anyone who conducts business overseas.

Preview. Provided below are the Foreword and Chapter 1 of the book. You can buy the book online here.. Please feel free to post comments and queries below. We are always pleased to help respond to your needs and interests.

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