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## Global Literacies: Lessons on Business Leadership and National Cultures

By Carl Phillips

Simon & Schuster. Hardcover. Book Condition: New. Hardcover. 416 pages. Dimensions: 9.5in. x 5.9in. x 1.2in. Throughout the world, languages differ, but the business questions are the same. In French and Japanese, Hebrew and English, executives are asking, How can I survive and thrive in the borderless, global marketplace For answers, the authors of Global Literacies went straight to the leaders themselves -- the CEOs of thousands of corporations around the globe. Two lessons emerged. First, there are leadership universals that every executive and manager needs to practice in order to be world-class at home and abroad. The second defied conventional wisdom: in the borderless economy, culture doesnt matter less, it matters more. Around the world, business leaders apply their own experiences -- personal, professional, and cultural -- to an ever-expanding world of Dutch colleagues, Brazilian suppliers, Taiwanese manufacturers, and Chinese competitors. These leaders are trying to become globally literate. . . and Global Literacies is for, and about, them. No one knows this better than CEOs of successful global companies such as Japans Canon, Swedens Ericsson, Taiwans Acer Computers, the U. K. s British Telecommunications, and U. S. -based Coca-Cola. In Global Literacies, a team of researchers led by Robert...



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