



# Intercultural Management. A Case-Based Approach to Achieving Complementarity and Synergy.

Edited by Christoph Barmeyer & Peter Franklin

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How can organizations and individuals manage intercultural challenges and benefit from diversity?

*Intercultural Management. A Case-Based Approach to Achieving Complementarity and Synergy* is about managing across cultures: the difficulties and opportunities it brings and the competencies needed to handle its complexity and create innovative outcomes. The book flags up a paradigm change in intercultural management: applying a positive and constructive approach to situations often regarded as threatening or at least difficult, the book demonstrates how cultural diversity can be used as a resource to generate synergy and complementarity. Innovative case studies examine a wide range of topics in international management, helping the reader to explore theory in the context of real-life situations.

#### Key features:

- Includes contributions from leading academics and practitioners.
- Helps the reader develop core management competencies.
- Presents authentic international case studies from a range of countries including Central and Eastern Europe as well as the Asian economies.
- User-friendly structure with solutions on a dedicated companion website.

Christoph Barmeyer is Professor of Intercultural Communication at the University of Passau, Germany.

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*'This text addresses one of the most important issues of the 21<sup>st</sup> century: how people from around the world can work well together. It guides readers through the complexities of human dynamics and offers much needed analysis and advice.'* – Nancy J. Adler, McGill University, Canada

*'Finally, a management book on culture that doesn't reduce this important concept to simplistic, holistic, nomothetic, value-based dimensions that do more harm than good in guiding intercultural interactions!'*  
Mary Yoko Brannen, University of Victoria, Canada

*'Barmeyer and Franklin challenge the reader to experience and enjoy the richness of cultural diversity ... This book is not only a valuable resource for cross-cultural management scholars and educators, but also a useful addition to any executive's library.'*  
Günter Stahl, Vienna University of Economics and Business, Austria

*'At last we have a well-conceived, ground-breaking book that is replete with solution-oriented, up-to-date cases for students and practitioners.'*  
Nigel Holden, Leeds University Business School, UK

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