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Riding the waves of culture:

Understanding cultural diversity in business, by Fons Trompenaars.

(1996) London: Nicholas Brealey Publishing Ltd. 192 pp. \$34.95 cloth.

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"Riding the Waves of Culture" is one of the well-known books on cultural dimensions (the most famous other one being the work of Geert Hofstede Cultures and Organizations: Software for the Mind, Third Edition).

Trompenaars has collected a enormous amount of cultural survey results from many different countries.

Riding the Waves of Culture : Understanding Cultural ...

Riding the Waves of Culture. January 1998; Authors: Fons Trompenaars. 19.11; Trompenaars Hampden-Turner; Charles Hampden-Turner. 18.36; Download full-text PDF Read full-text.



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understand that cultural differences affect the process of doing business, but many underestimate by just how much. This book aims to dispel the idea that there is only one way to manager and encourages readers to get to know their own culture before doing business with others. The author explores the ...

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Culture: Understanding

Trompenaars wrote *Riding the Waves of Culture, Understanding Cultural Diversity in Business*. This book (in its third edition) sold over 120,000 copies and was translated into 16 languages amongst them, French, German, Dutch, Korean, Danish, Turkish, Chinese, Hungarian and Portuguese.

Fons Trompenaars - Wikipedia

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