



# Transcultural Management: Transkulturelles Management

*Gebhard Deißler*

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## **Transcultural Management: Transkulturelles Management** Gebhard Deißler

Foundations of a new cultural paradigm: 57 highly compact building blocks, the introductory chapters in German and the following in English, provide a mosaic of culture and culture management, which sheds a new light on national and international diversity management. The author recapitulates state-of-the-art intercultural management know-how, integrates it and shows the dynamics behind an enhanced transcultural management model. Culture, science and philosophy blend into a unique and extraordinarily effective global management formula for the third 21st century. Key points, among others, are as the following:

- Definition and contextualization of the concept of culture
  - State-of-the-art intercultural research based know-how
  - Framing of a scientifically based intercultural management principle
  - Design of a holistic transcultural profiler; a universal global culture management approach and première in the field of intercultural research
  - Three practical intercultural research cases
  - Culture analysis, diagnostic, matching and prognosis
  - Multidimensional approach to an innovative perception of culture and its management
  - A comprehensive best practice inter-and transcultural management toolkit
  - A unique inter-/transcultural management dictionary with explanation
  - The scientifically based logic and axiomatic of an inter-transcultural paradigm shift
  - Foundations of a 3rdmillennium global cultural superhighway
- ....As well as many other highlights...

In English and German!

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A lot of people always spent their very own free time to vacation as well as go to the outside with them loved ones or their friend. Are you aware? Many a lot of people spent they will free time just watching TV, or even playing video games all day long. If you would like try to find a new activity here is look different you can read a new book. It is really fun for you. If you enjoy the book that you read you can spent 24 hours a day to reading a book. The book Transcultural Management: Transkulturelles Management it doesn't matter what good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. If you did not have enough space to deliver this book you can buy the actual e-book. You can more simply to read this book out of your smart phone. The price is not to fund but this book features high quality.

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