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The bestselling guide to cross-cultural leadership Since its original publication, Riding the Waves of Culture has been considered the definitive guide to one of the 21st century's most pressing management concerns—effectively leading people and organizations in an increasingly global business environment. Today's business landscape is barely a shadow of what it was only a few years ago, when managers' main concerns were being aware of cultural differences and preventing embarrassments.

## **Riding the Waves of Culture: Understanding Diversity in ...**

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.

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