



## **Want to Succeed in a Culturally Diverse Global World?**

This Panel provided insights, questions, answers and comments that provided the audience with a solid foundation for development and survival in the Global Economy.

These references are provided courtesy of the Panel Members including

Catherine Mercer Bing  
ITAP Americas, Inc

Dr. Dianne Clarke-Kudless  
Enterprise Services LLC

Barbara Fowler  
Chief Outsiders

Barry Sagotsky, Facilitator  
Magnolia Lane Consulting

Walter Schwab  
Marsh

## Online

GlobeSmart – fee based service via <https://www.aperianglobal.com/>

Linked groups – Organizational Change Practitioners

<http://www.culturegps.com/About.html>

I love Jeanne Brett

[http://blogs.hbr.org/cs/2012/04/turn\\_multicultural\\_teams\\_into.html#.T5-rHaaBmak.gmail](http://blogs.hbr.org/cs/2012/04/turn_multicultural_teams_into.html#.T5-rHaaBmak.gmail)

[www.kwintessential.com](http://www.kwintessential.com)

There are also articles on negotiating across cultures collected by Ira Asherman on his web site - [www.asherman.com](http://www.asherman.com)

## Books

### Overall

Riding the Waves of Culture, by Fons Trompenaars

Cross-Cultural Communication – A Visual Approach, by Richard D. Lewis

American Cultural Patterns: A Cross-Cultural Perspective, by Edward C. Stewart and Milton J. Bennett

Cultural Intelligence – Living and Working Globally, by David C. Thomas and Kerr Inkson

Mastering Virtual Teams - Duarte and Snyder

Gestures (an oldie but goodie) -

Kiss, Bow or Shake Hands by Morrison and Conaway

Anything written by Roosevelt Thomas or his center in Atlanta

- Organizational Survival Guide by E. Schein
- Organizational Traps by C. Argyris
- Kotter's The Heart of Change.
- Cohen's Heart of Change Field Guide.

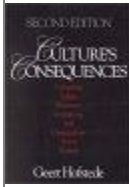
### Regional

Redefining Leadership – Competing in Asia in the 21<sup>st</sup> Century, by Gerry Davis and Stephen Langton

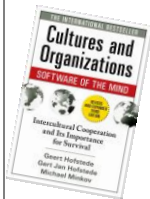
The Middle East Unveiled, by Donna Marsh

Business Leadership in China, by Frank T. Gallo

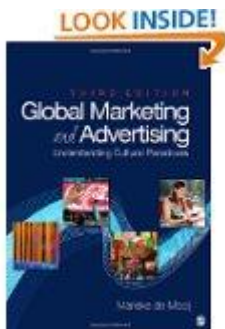
With Respect to the Japanese: Going to Work in Japan, by John Condon, Tomoko Masumoto



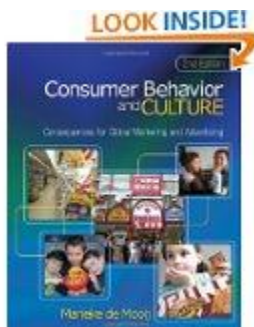
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**Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations**  
2nd edition 2001.



Hofstede, Geert, Hofstede, Gert Jan and Minkov, Michael.  
**Cultures and Organizations: Software of the Mind.**  
3rd edition 2010.



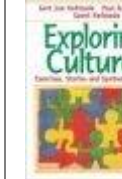




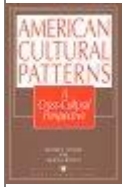
de Mooij, Marieke K.  
**Global Marketing and Advertising: Understanding Cultural Paradoxes**  
1<sup>st</sup> Edition 2009.



de Mooij, Marieke K.  
**Consumer Behavior and CultureConsequences for Global Marketing and Advertising**  
1<sup>st</sup> Edition 2010.

**Cross-Cultural Issues and Intercultural Communication**

	<p>Hall, Edward T.  <b>Beyond Culture</b>                  Reissue edition 1977.</p>
	<p>Hall, Edward T., and Mildred Reed Hall.  <b>Understanding Cultural Differences: Germans, French, and Americans</b>                  1990.</p>
	<p>Hofstede, Gert Jan, Paul B. Pedersen, and Geert Hofstede.  <b>Exploring Culture: Exercises, Stories and Synthetic Cultures</b>                  2002.</p>
	<p>Samovar, Larry A. (Editor), and Richard E. Porter.  <b>Intercultural Communication: A Reader</b>                  9th edition 1999.</p>
	<p>Sitaram, K.S. (Editor).  <b>Civic Discourse: Multiculturalism, Cultural Diversity, And Global Communication</b>                  1999.                  (Section I, Chapter 9, <i>The Use and Misuse of Questionnaires in Intercultural Training</i>, was written by John Bing.)</p>

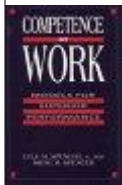


Stewart, Edward C., and Milton J. Bennett.  
**American Cultural Patterns: A Cross-Cultural Perspective**  
Revised edition 1991.

### Action Learning

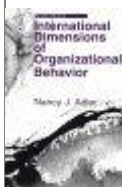
Dilworth, Robert L., and Verna J. Willis.  
**Action Learning: Images and Pathways** 2003.

### Competencies

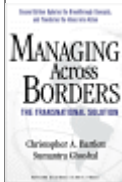


Spencer, Lyle M. and Signe M. Spencer  
**Competence at Work: Models for Superior Performance**  
1993.

### Global Business Development and Management



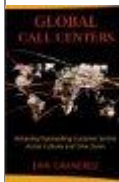
Adler, Nancy.  
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Bartlett, Christopher A., and Sumantra Ghoshal.  
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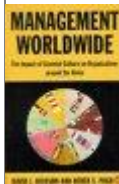
Clarke, Clifford H., and G. Douglas Lipp.  
**Danger and Opportunity: Resolving Conflict in U.S.-Based Japanese Subsidiaries**  
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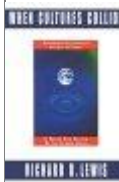
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Hickson, David J., and Derek Salman Pugh (Contributor).  
**Management Worldwide: The Impact of Societal Culture on Organizations Around the Globe (Penguin Business)**  
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Lewis, Richard D.  
**When Cultures Collide**  
 Revised edition 2000.



Mintzberg, Henry, Bruce Ahlstrand and Joseph Lampel.  
**Strategy Safari: A Guided Tour Through the Wilds of Strategic Management**  
 1998.

	<p>Rhinesmith, Stephen H.  <b>A Manager's Guide to Globalization: Six Skills for Success in a Changing World</b>                  2nd edition 1996.</p>
	<p>Rosen, Robert, Patricia Digh, Marshall Singer and Carl Phillips.  <b>Global Literacies: Lessons on <u>Business Leadership</u> and National Cultures</b>                  2000.</p>
	<p>Schein, Edgar H.  <b>Organizational Culture and Leadership (Jossey-Bass Business &amp; Management Series)</b>                  2nd edition 1997.</p>

**Teambuilding and Team Performance**

	<p>Berger, Mel (Editor).  <b>Cross Cultural Team Building: Guidelines for More Effective Communication and Negotiation (McGraw-Hill Training Series)</b>                  1996.</p>
<p>(Chapter 4, <i>Team-building at the United Nations Industrial Development Organization</i>, was written by John Bing and Sergio Gardelliano.)</p>	
	<p>Brannick, Michael T. (Editor), Eduardo Salas and Carolyn Prince.  <b>Team Performance Assessment and Measurement: Theory, Methods, and Applications</b>                  1997.</p>