



Asian versus Western Management Thinking: Its Culture-Bound Nature (Paperback)

By Kimio Kase, Alesia Slocum, Yingying Zhang

Palgrave MacMillan, United Kingdom, 2014. Paperback. Condition: New. 1st ed. 2011. Language: English . Brand New Book. Navigating paradigm changes is a critical element of business leadership: analog to digital; brand to retailer to consumer; reason to emotion; West to East. Anything that illuminates these powershifts is valuable for the fast-moving decision-maker, and in this respect Asian versus Western Management Thinking is a first-rate inquiry into cultural business behaviors. Insular frameworks of thinking and action matter less by the second. I m an And/And practitioner and my experience of bridging business between East and West, and vice versa, suggests we need to know the human distinctions that matter and the harmonies that will matter even more. Between the covers of this book by Kimio Kase and colleagues, business moves forward. Kevin Roberts, CEO Worldwide, Saatchi Saatchi, Lovemarks Company Having lived and worked my entire life in various countries around the world, I agree with the authors premise that Asians and Westerners often approach business problems from different angles. Rather than focusing on differences, I welcome the strength that comes from diversity. As my experience at Renault and Nissan has demonstrated, the richest solutions come when ideas are challenged or questioned...



READ ONLINE
[5.09 MB]

Reviews

Comprehensive information! Its this type of very good read. It is writter in basic words instead of hard to understand. You are going to like how the article writer compose this pdf.

-- **Mabel Corwin**

It is really an awesome ebook which i have ever go through. It is actually writter in straightforward terms and not confusing. I am very easily could get a satisfaction of reading a written ebook.

-- **Clotilde Wiegand**