



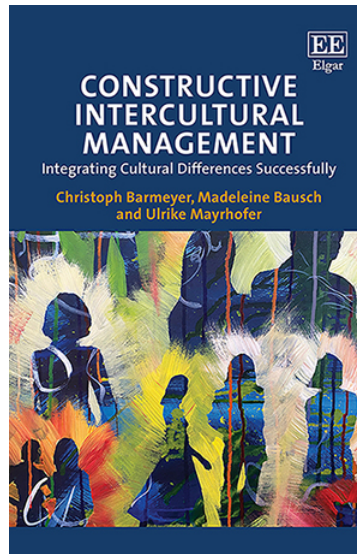
## Constructive Intercultural Management

### Integrating Cultural Differences Successfully

Christoph Barmeyer, Madeleine Bausch, University of Passau, Germany, Ulrike Mayrhofer, IAE Nice, Université Côte d'Azur, France

This textbook comprises an innovative companion for cross-cultural management classes, demonstrating how organizations can deal with cultural differences successfully. Providing a constructive and positive lens into the multifaceted world of interculturality, the authors illustrate the multiple benefits associated with cultural diversity in the fast-changing global and digital environment.

'This book not only provides a comprehensive overview of relevant topics of the field of intercultural management, but also provides helpful advice about how to bridge cultural differences.'  
– Sonja A. Sackmann, Universität der Bundeswehr München, Germany



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