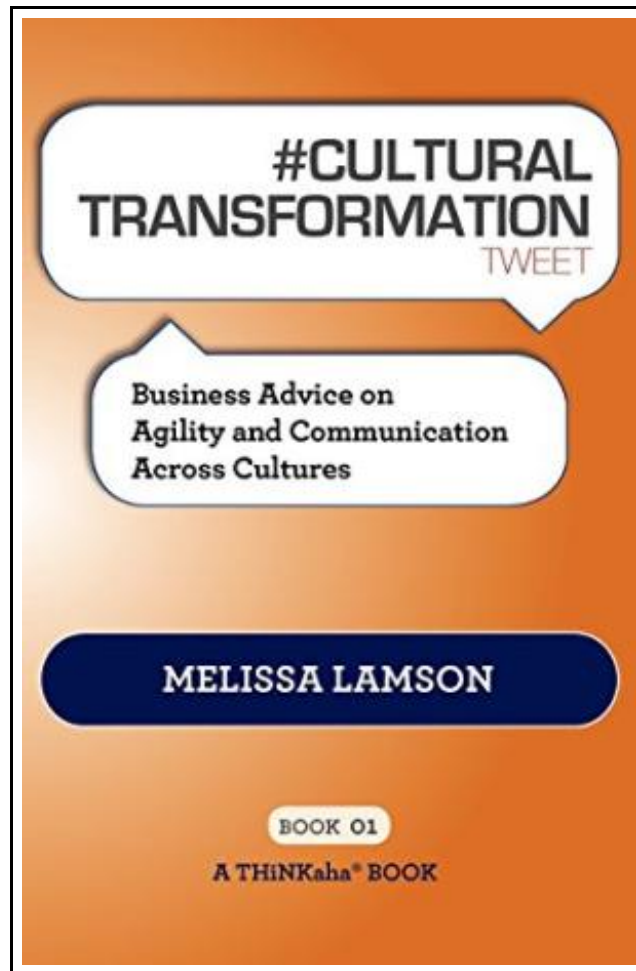


## Cultural Transformation Tweet Book01: Business Advice on Agility and Communication Across Cultures (Paperback)



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Thinkaha, United States, 2011. Paperback. Book Condition: New. 212 x 138 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Not so very long ago, corporate careers were defined by geography and stayed pretty much local. A manager worked with customers, vendors and employees in the vicinity, usually within driving distance, and certainly within her or his cultural and time zones. No longer. Virtually any middle manager you talk to today has worked across cultures and geographies with multicultural and global teams. As a result of this shift, almost every organization today is experiencing a massive cultural transformation. The accompanying challenges have exponentially complicated the role of the corporate manager and the manner in which an enterprise is steered. The current economic instability, natural events (including calamities), an overhaul in the way we deploy and interact with technology, and increasing cultural diversity have all further strengthened the need for skills in cultural agility and cross cultural communication. Today's business, with its global perspective, requires insights and creativity in discovering and implementing new strategies in order to facilitate innovative change management processes. Cultural transformation can only happen when leaders apply best practices and expert guidance to crossing cultures and working globally. Testimonials for Lamson Consulting, the enterprise that author Melissa Lamson heads and drives, have poured forth for years. The organization has been praised for . . .tremendous help in our global expansion. or for invaluable contribution for.global strategy. Now Melissa's keen understanding and grip of cross cultural issues and communication come to you in the eminently actionable and accessible tweet format with her newest book, #CULTURAL TRANSFORMATION tweet. The book is a compilation of cutting-edge advice from Melissa and from other equally talented global business leaders skilled in cultural communication, cultural agility, and change management. If you...

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