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Cross-Cultural Business Behavior

Marketing, Negotiating, Sourcing
and Managing Across Cultures

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Foreword to the Third Edition

My sincere thanks to the alert readers who have suggested corrections and improvements to the second edition. One of the most helpful was Janusz Jacewicz of the Gdansk Foundation for Management Development in Poland.

Since 1999 many readers have requested the addition of examples, cases and negotiator profiles. So when the Copenhagen Business School Press kindly offered me the opportunity of a new edition, it became possible to tighten the writing, update the existing Negotiator Profiles and the Resource List, and add new cases as well as new Profiles for Myanmar, Slovakia, Ireland, and Sweden. A light-hearted comparison of the Swedish and Danish cultures rounds out the added material.

Whenever I am working on European projects these days, important insights gained from my talented colleagues in the Sears Florence Office keep coming back to me. Thank you Anna, Anita, Renzo, Adriana, Franco and all the rest of that marvelous group who contributed so much to this book.

When Southeast Asia is on the front burner, it's those hard-working colleagues of the Sears Singapore Office I'm indebted to.

And when I'm dealing with South Asian issues, it's K.B. Agrawal, a stalwart of the Sears New Delhi Office for many years, who since then has become a successful entrepreneur in a very difficult business environment. Thank you, K.B.!

Dear reader, the new millennium brings new challenges for both practitioners and students of international business. I sincerely hope this third edition of *Cross-Cultural Business Behavior* will help you meet those challenges.

RRG
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