



Paradoxes of Culture and Globalization

Martin J. Gannon

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"A truly extraordinary book! The range of knowledge revealed by the author is quite astonishing and the material presented is done so in a clear and unambiguous writing style."The book includes astonishingly varied perspectives on issues that will impact the hoped-for positive consequences of globalization. I felt I was being informed by an expert who grasps the complexity of the issues involved in ways that make them clear and useful. If I was teaching a course that had anything to do with globalization and/or culture, I would assign this book?and if I knew of someone who was being assigned to another country, I would require him or her to read this book."

?Benjamin Schneider, Valtera Corporation and Professor Emeritus, University of Maryland

What is a paradox? Why are cross-cultural paradoxes essential for understanding the changes that are occurring because of globalization? Encompassing a wide variety of areas including leadership, cross-cultural negotiations, immigration, religion, economic development, and business strategy, **Paradoxes of Culture and Globalization** develops cross-cultural paradoxes essential for understanding globalization.

Key Features

- Highlights over 90 paradoxes structured in a question/discussion format to actively engage readers and provide an integrative overview of the book
- Presents key issues at a higher and integrative level of analysis to avoid stereotyping particular cultures
- Facilitates class discussions and the active involvement of class members in the learning process of culture and globalization.
- Enlarges individuals' conceptual understanding of cross-cultural issues
- Focuses on both traditional and controversial topics including motivation and leadership across cultures, communicating and negotiating across cultures, immigration, religion, geography, economic development, business strategy, and international human resource management

Intended Audience

This is an excellent text for advanced undergraduate and graduate courses in International Management, International Business, Comparative Management, World Business Environment, Cross-Cultural Management, Cross-Cultural Communications, and Cultural Anthropology in the departments of business and management, communication, and anthropology.

Meet author Martin J. Gannon! www.csusm.edu/mgannon

Martin J. Gannon is also the author of the bestselling text *Understanding Global Cultures* (SAGE, Third Edition, 2004) and *Cultural Metaphors: Readings, Research Translations, and Commentary* (SAGE, 2000).

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