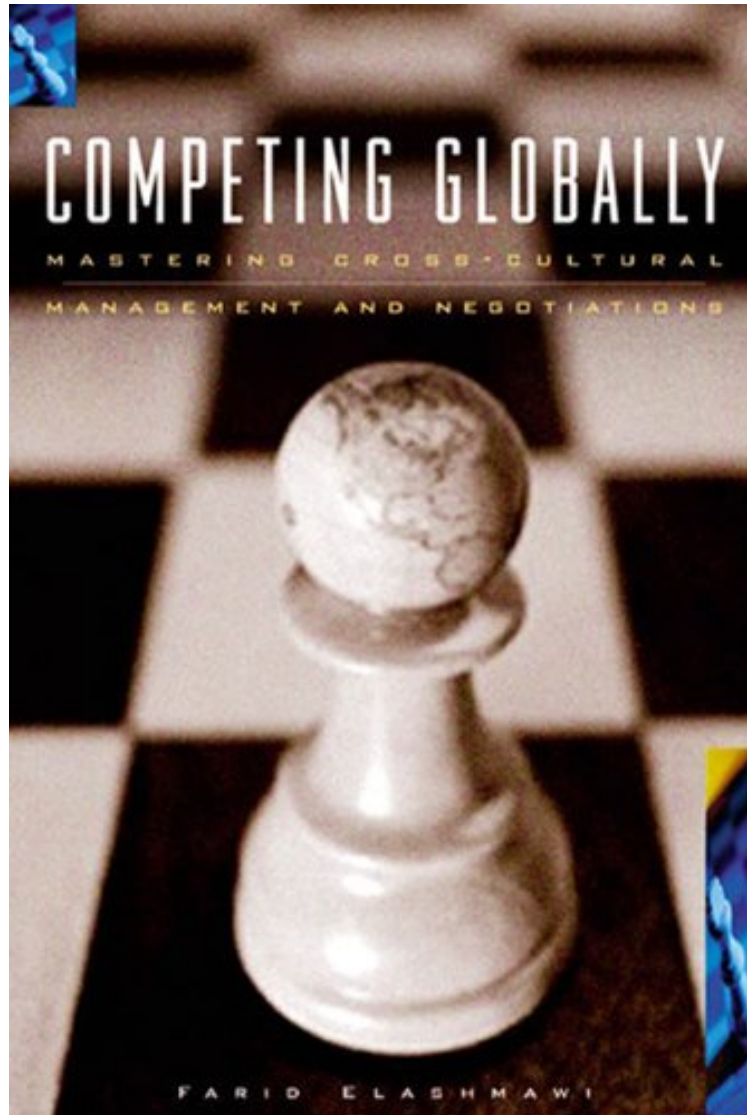


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## Competing Globally (Managing Cultural Differences)

*Farid Elashmawi Ph.D.*

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**Farid Elashmawi Ph.D. : Competing Globally (Managing Cultural Differences)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Competing Globally (Managing Cultural Differences):

0 of 0 people found the following review helpful. The Weapon to Face GlobalisationBy HarlizonCompeting is about "winning". In this book, Dr. Farid clearly rises an awareness flag on the important role of "culture" to win global competition. A "Cultural Intelligent."I attended his class once a few years ago in Indonesia. I was admired by his strategy to make poll during the class. This smart way guarantees a more and more qualified poll result since the respondents are accumulated by time to time. He is studying while teaching. And, I have seen these compelling information colours the essence of the book.As I previously guess before reading, Dr. Farid will fulfil this book with

some significant samples from his direct experiences dealing with people in various cultures in many countries. And, I am not wrong about this. Inside, I have also found the answers of the winning and losing situations experienced while working and doing international business in past. These are the real value of this book. Another beauty of this book is, it again tells us that our own way and value are not the only one in this world. There are a lot more cultural differences from country to country, from one race to another. It is now clear why sometimes "Yes" means "No" in some cultures. So, in order to properly react to win, the power and way of thinking of the enemy need to be known. Dr. Farid tells how to simply deal with it. This book really provides an enough weapon and maps to win the global competition. Since the business move towards global. The local goes global, the global comes to local. This book really provides an enough weapon and maps to win the global competition. Enjoy reading it as I did !0 of 0 people found the following review helpful. The Weapon to Face Globalisation By Harlizon Competing is about "winning". In this book, Dr. Farid clearly rises an awareness flag on the important role of "culture" to win global competition. A "Cultural Intelligent." I attended his class once a few years ago in Indonesia. I was admired by his strategy to make poll during the class. This smart way guarantees a more and more qualified poll result since the respondents are accumulated by time to time. He is studying while teaching. And, I have seen these compelling information colours the essence of the book. As I previously guess before reading, Dr. Farid will fulfil this book with some significant samples from his direct experiences dealing with people in various cultures in many countries. And, I am not wrong about this. Inside, I have also found the answers of the winning and losing situations experienced while working and doing international business in past. These are the real value of this book. Another beauty of this book is, it again tells us that our own way and value are not the only one in this world. There are a lot more cultural differences from country to country, from one race to another. It is now clear why sometimes "Yes" means "No" in some cultures or the other way around. So, in order to properly react to win, the power and the way of thinking of the competitors need to be known. Dr. Farid tells how to simply deal with it Since the business move towards global. The local goes global, the global comes to local.. This book really provides an enough weapon and maps to win the global competition. Enjoy reading it as I did !1 of 1 people found the following review helpful. Mandatory for International Marketeers By Ramzani ABD RAUB With regional and global opening up of markets due to WTO, AFTA, NAFTA, companies will have to learn to work with other companies in other countries to do business more effectively or at less cost. Generally selection of partners is done via short match-making sessions where due to cultural reasons, simple gestures can be misinterpreted. This can lead to loss of valuable marketing or partnering opportunities. My personal experience in this aspect was in trying to market my company niche area in E-Government Consultancies to developing countries where these countries generally have a different native language, speaks English in a different accent. In addition, we have to differentiate between just curious inquiries or actual leads. Dr Farid's book provides important guidelines on small items which ironically creates the first major impressions. These are communications through telephone, casual chat over ice-breaking sessions, writing of letters etc. I would recommend these book to managers who are entrusted to do marketing overseas and have to interact with their foreign counterparts. This is to ensure their actions or communications are not being misinterpreted and creating sense of distrust to their potential partners. In addition, they would also be able to gather if their marketing activities is making results

Based on his firsthand experience, Farid Elashmawi has created a concise, valuable primer to 'going global'. 'Competing Globally' gives specific information about entering international markets, negotiating, conducting meetings and presentations, and working with international partners. 'Competing Globally' sheds light on varied business cultures, including those of North America, Europe, Japan, Korea, China, Indonesia, Thailand and the Middle East. Elashmawi uses case studies, anecdotes, social tips, self-tests, and tables to provide important insights into communicating, marketing, and negotiating with organizations outside throughout the world. This book is invaluable to business managers and students who need to enhance their cross-cultural negotiation skills to compete globally.

"An excellent book that captures the relevant cultural differences and clearly spells out effective ways to handle them. Dr. Elashmawi is without peer at understanding and explaining these differences in practical terms." Mr. John East, President, Actel Corporation, U.S.A. "An insightful, compelling, and fascinating programmatic approach. Every manager must read Competing Globally." Professor I. Bhavnani, Chairman, the Wintons Groups, India "Captivating writing style lucid, informative, exquisite, and truly entertaining. I felt as if I had traveled with the author and shared his experience." Professor Mohamed El-Assal, San Diego State University "It is refreshing to find a book that focuses on the importance of human contact. Competing Globally is an easy-to-read book offering hints and tips from personal experience." Richard Coleman, President, Rosswyn Associates, U.K. "The book is not only well-researched but is also based on Dr. Elashmawi's years of experience in consulting and training. Firms doing international business will find its lessons and tips useful in enabling them to compete globally." Mr. Yew Fook Phang, Director, Industrial Development Authority, Malaysia "I have never found a book as comprehensive and unique as Competing Globally. It is great!" Ai Mulyadi, Senior Advisor to the President, Pt Telkom, Indonesia "Competing Globally brings you to the real scene. It gives the right guidance for business...planting a seed for the future." Professor Rahardi Ramelan, former

Minister of Trade and Industry, Indonesia"Very informative, practical, and invaluable. This book will be of great value to those who want to understand and deal with other cultures."Dr. Ismail Osman, Chairman of the Board, Arab Contractors, Egypt"Competing Globally contains lots of useful examples which will help American business people to succeed with Asians and many other peoples." Shinichi Yamashita, Program Manager, Agilent Technologies, U.S.A."Very easy to read and lively. Competing Globally is pictorial, knowledge-based, and well-written."Dr. Sununta Siengthat, Asian Institute of Technology, Thailand"Competing Globally makes navigation of global business less hazardous."Dr. Helena Hannonen, President, Global Management, U.S.A."I especially enjoyed the little quizzes in each chapter. They enabled me to perform informative self-assessments." David Sheen, President DataMagic, USAFrom the Publisher'Competing Globally' sheds light on varied business cultures, including those of North America, Europe, Japan, Korea, China, Indonesia, Thailand and the Middle East. Elashmawi uses case studies, anecdotes, social tips, self-tests, and tables to provide important insights into communicating, marketing, and negotiating with organizations outside throughout the world. This book is invaluable to business managers and students who need to enhance their cross-cultural negotiation skills to compete globally.