

Understanding Global Cultures Metaphorical Journeys Through 29 Nations Clusters Of Nations Continents And Diversity

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Understanding Global Cultures: Metaphorical Journeys ...

Qualified instructors may contact Customer Care to receive access to the site.Understanding Global Cultures: Metaphorical Journeys Through 29 Nations, Clusters of Nations, Continents, and Diversity is appropriate for courses in International Business and Management, Strategic Management and Planning, and Cultural Studies.

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This book, a best-seller in its first edition, uses cultural metaphors to help students and managers understand, describe, and compare national cultures. In addition to expanding the number of countries covered, the author introduces new conceptual frameworks for classifying cultures based on the works of Triandis, Fiske, and Huntington. These frameworks support students as they develop an ...

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Understanding Global Cultures: Metaphorical Journeys ...

Understanding Global Cultures: Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents, and Diversity - Kindle edition by Gannon, Martin J., Pillai, Rajnandini K.. Politics & Social Sciences Kindle eBooks @ Amazon.com.

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In the fully updated Sixth Edition of Understanding Global Cultures: Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents, and Diversity, authors Martin J. Gannon and Rajnandini Pillai present the cultural metaphor as a method for understanding the cultural mindsets of individual nations, clusters of nations, continents, and diversity in each nation. A cultural metaphor is any activity, phenomenon, or institution that members of a given culture consider important and ...

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Understanding Global Cultures | SAGE Publications Inc

Gannon, M. & Pillai, R. (2010). Understanding cultural metaphors. In Understanding global cultures: Metaphorical journeys through 29 nations, clusters of nations, continents, and diversity (pp. 3-22). Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781452224886.n1. Gannon, Martin and Rajnandini Pillai.

SAGE Books - Understanding Global Cultures: Metaphorical ...

Understanding Global Cultures: Metaphorical Journeys through 23 Nations: Gannon, Martin J.: Amazon.com.au: Books

Understanding Global Cultures: Metaphorical Journeys ...

Understanding global cultures: metaphorical journeys through 28 nations, clusters of nations, and continents 2004, Sage Publications in English - 3rd ed.

Understanding global cultures (1994 edition) | Open Library

This book, a best-seller in its first edition, uses cultural metaphors to help students and managers understand, describe, and compare national cultures. In adding countries covered, the author introduces new conceptual frameworks for classifying cultures based on the works of Triandis, Fiske, and Huntington.

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Understanding Global Cultures--University of Minnesota Duluth

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