



From Boston to Beijing: Managing with a World View

Nancy J. Adler

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THINK GLOBALLY-- MANAGE SUCCESSFULLY. The corporate world is no longer defined by national boundaries. Business today is global and managers at every level, in all countries, must know how to work with colleagues around the world in ways that support both business needs and individual societal norms. FROM BOSTON TO BEIJING breaks down the conceptual, theoretical, and practical boundaries limiting the ability to understand and work with people in countries around the world. It challenges readers to go beyond parochialism and to see the world from a global perspective. FROM BOSTON TO BEIJING tells: How countries vary and how people recognize, manage, and effectively use cultural variance within their own work environments in support of their goals. How to manage in a multicultural work environment, particularly how to lead, motivate, and make decisions from a global perspective. How to manage employees moving into and out of new environments, including such issues as cultural shock, adjusting to new countries, returning to the home country, transition issues from the spouse's perspective and more. Nancy J. Adler is Professor of International Management in the Faculty of Management of McGill University, Montreal, Canada. She received her B.A., M.B.A., and Ph.D. in management from the University of California at Los Angeles. She consults to private corporations and governments throughout the world on strategic international human resource management, global leadership and other multicultural management issues. She is author of three books, over 100 articles and has served on the Board of Governors of the American Society for Training and Development (ASTD) and numerous other committees of organizations around the world.

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