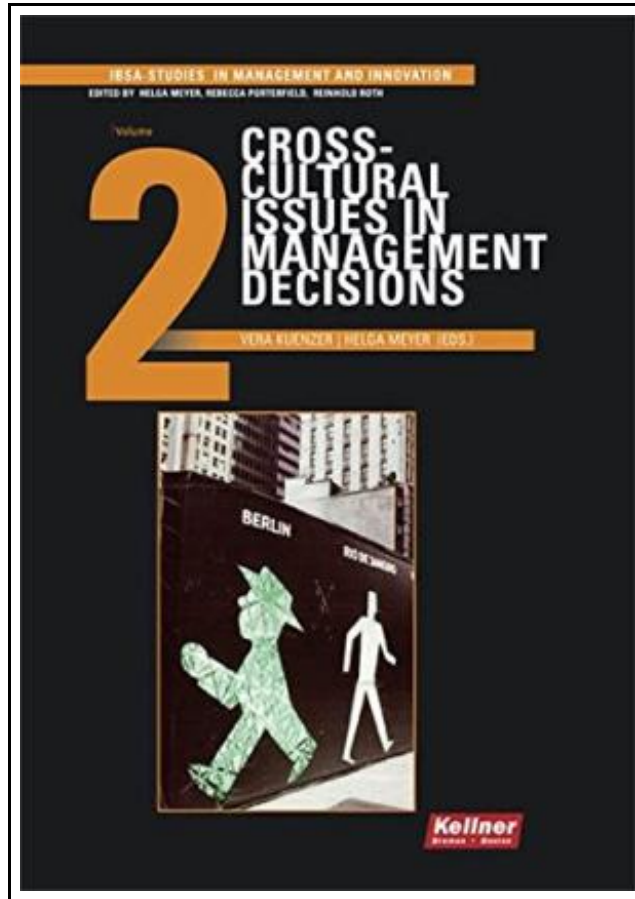


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Kellner Klaus Feb 2014, 2014. Taschenbuch. Book Condition: Neu. 211x146x20 mm. Neuware - In the present context of globalization, executives are increasingly applying cultural knowledge within their strategy development and professional conduct. In a framework of international cooperation, it is crucial for managers to be aware of the concept of culture, when representing their companies. Despite the use of advanced technology in the daily decision-making process, brilliance in finance and detailed production management do not always ensure success. The key to successful management rather lies in the recognition of an organization's local culture, paired with the willingness to realize its potential. The research studies presented in the second volume of the IBSA-Studies in Management and Innovation cover three aspects: The effect of culture on approaches to supply chain risk management in the tea industry; the difficulties and challenges when Azerbaijanis and Germans collaborate in a water pipeline construction project; and the development of a Project Quality Management System for Airbus A350 design-related projects based on project deliverables, project management processes, and stakeholder demands. With a strong focus on application, the book is aimed at individuals and executives who are open to integrate cultural issues and enhance quality in their corporate strategy. 244 pp. Englisch.

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