

## Riding The Waves Of Culture Understanding Diversity In Global Business 3rd Edition

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International management guru, Fons Trompenaar's best-selling Riding the Waves of Culture has become an essential guide for managers and trainers in multinational organizations, as well as anyone who conducts business overseas.

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'Riding the Waves of Culture' is one of the well-known books on cultural dimensions (the most famous other one being the work of Geert Hofstede Cultures and Organizations: Software for the Mind, Third Edition). Trompenaars has collected a enormous amount of cultural survey results from many different countries.

**Riding the Waves of Culture : Understanding Cultural ...**  
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**Preview - Riding the Waves of Culture**  
Main Riding the Waves of Culture. Riding the Waves of Culture Fons Trompenaars. Many managers understand that cultural differences affect the process of doing business, but many underestimate by just how much. This book aims to dispel the idea that there is only one way to manager and encourages readers to get to know their own culture before doing business with others. The author explores the ...

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Trompenaars wrote Riding the Waves of Culture, Understanding Cultural Diversity in Business. This book (in its third edition) sold over 120,000 copies and was translated into 16 languages amongst them, French, German, Dutch, Korean, Danish, Turkish, Chinese, Hungarian and Portuguese.

**Fons Trompenaars - Wikipedia**  
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