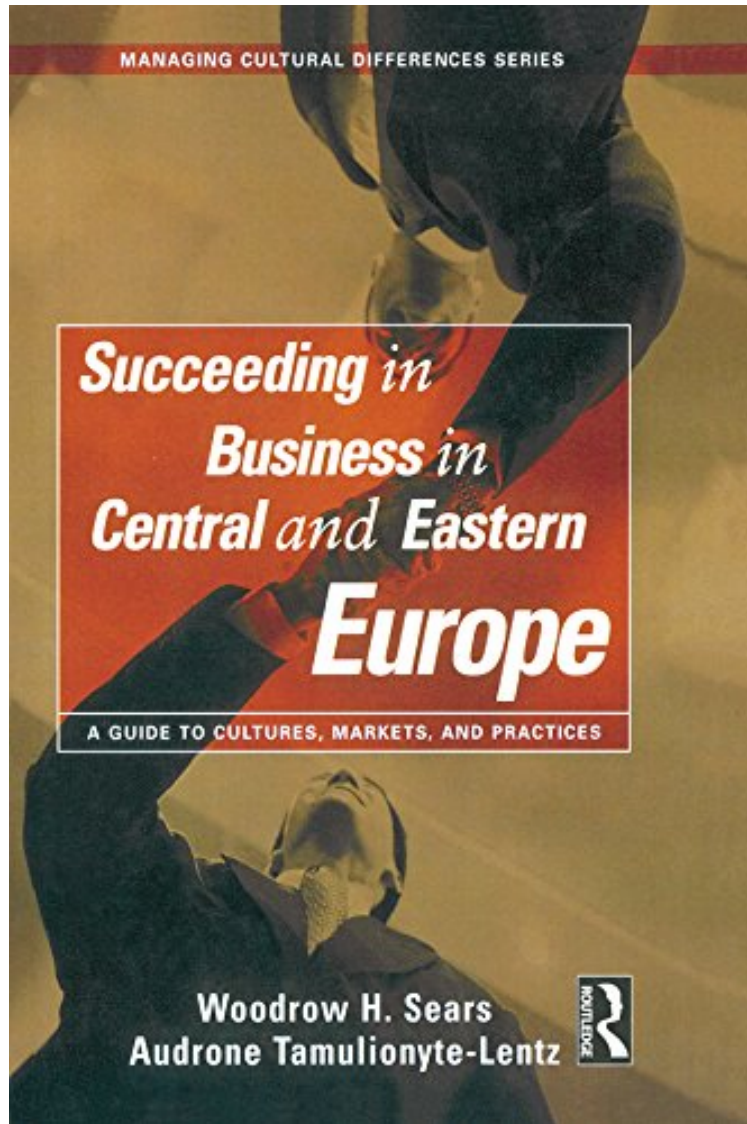


Succeeding in Business in Central and Eastern Europe (Managing Cultural Differences)

Woodrow H. Sears, Audrone Tamulionyte-Lentz
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Woodrow H. Sears, Audrone Tamulionyte-Lentz : Succeeding in Business in Central and Eastern Europe (Managing Cultural Differences) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Succeeding in Business in Central and Eastern Europe (Managing Cultural Differences):

0 of 0 people found the following review helpful. Best book to learn doing business in Central and Eastern Europe By Donald Hsu The book was published in 2001. But most of the topics are still very relevant. It consists of eleven chapters, and an epilogue. Each chapter covers the management issues of Western companies bringing advisers,

consultants and educators to train CEE local managers. With the best effort, results were mixed. The book discussed various reasons, the long shadow of Russia, culture, corruption, and many other nationalism issues. It is a must read for any company that wishes to close deals in CEE countries. I use this book for a College course, MG 223 Management CEE Countries. I added many in-class exercises, and Case Studies. Most of the work came from the research papers published from E-Leader conferences, <http://www.g-casa.com>. I recommend this book to all. 3 of 3 people found the following review helpful. Guarded optimism for Eastern Europe By saulius simoliunas This is a hands on vade mecum for doing business in Eastern Europe. The dangers may lead to pessimism, but the authors are showing that with good will and persistence one may succeed against all odds.

In Central and Eastern Europe, the 'Old Europe' of cobblestones co-exists with mobile phones, horse carts fight for road space with cars, and farmers' markets compete with mega-stores. Western business professionals hoping to expand or start up new ventures in this complex environment must possess knowledge that is both comprehensive and subtle. What is it like to live and work in Central and Eastern Europe? How is business conducted there? What happened in Central and Eastern Europe to make integration into the rest of Europe so difficult? What important social and cultural issues must be mastered by Westerners hoping to flourish in this region? 'Succeeding in Business in Central and Eastern Europe', the fourteenth title in the 'Managing Cultural Differences Series' answers these and many other questions. This book identifies a variety of factors, including an anti-business attitude and a resistance to Western-style change, that hinder some attempts at development within Central and Eastern Europe. It provides a frame of reference for understanding the "post-Soviet syndrome" - with its remnants of corruption and mistrust of managers and customers alike - that continues to haunt the countries of CEE. Dr. Sears and Ms. Tamulionyte-Lentz give readers solutions for overcoming the problems inherent in this region. They explain how Western executives can build relationships and find point of cultural "synthesis" with their Central and Eastern European counterparts and ultimately create a new and mutually beneficial work culture with their ventures. With understanding and insights on the cultural nuances of the region, 'Succeeding in Business in Central and Eastern Europe' can help all Western visitors, even tourists, who arrive at this increasingly popular destination.

From the Publisher This book identifies a variety of factors, including an anti-business attitude and a resistance to Western-style change, that hinder some attempts at development within Central and Eastern Europe. It provides a frame of reference for understanding the "post-Soviet syndrome" - with its remnants of corruption and mistrust of managers and customers alike - that continues to haunt the countries of CEE. Dr. Sears and Ms. Tamulionyte-Lentz give readers solutions for overcoming the problems inherent in this region. They explain how Western executives can build relationships and find point of cultural "synthesis" with their Central and Eastern European counterparts and ultimately create a new and mutually beneficial work culture with their ventures. With understanding and insights on the cultural nuances of the region, 'Succeeding in Business in Central and Eastern Europe' can help all Western visitors, even tourists, who arrive at this increasingly popular destination. About the Author The authors are consultants with Aon Consulting, Vlinius, Lithuania