As organizations and businesses continue to expand in the cross-border and multicultural markets, culture needs to be taken into consideration. At present, culture introduces significant changes in the core assumptions of business practices and skill expectations. Gaining cross-cultural compatibility is now a serious concern for businesses and organizations. Appreciating the overall view of cross-cultural business environment, ‘Handbook of Research on Cross-culture Business and Management’ is a significant attempt to contribute a piece of knowledge on different aspects of cross-cultural business and management, facilitating practitioners and academicians to explore different cross-cultural business practices and develop competencies. This book will be a unique source for cross-cultural business and management practices, helping people of both industry and academia to understand the cross-cultural business environment and improve management practices.

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