



# Managing Cultural Differences

*Robert T. Moran, Philip R. Harris, Sarah Moran*

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The international nature of modern Business means that individual and organizational success is no longer dependent solely on business acumen- our ability to understand, communicate and work with people in different countries and cultures around the world is more important than ever as more companies rely on their global reach to achieve the best profit and performance. For this reason, international business and cross-cultural management are key topics in undergraduate business, MBA and executive education programs worldwide as companies and institutions prepare current and future business leaders for the global marketplace.

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