



Global Business Leadership

E.S. Wibbeke

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Global Business Leadership discusses the urgent issues facing global business leaders and presents seven strategies found necessary for successful intercultural business ventures. It provides business professionals and students with insight into the failure of businesses to prepare leaders for stepping into complex cultural contexts.

The Geoleadership Model developed by Dr. Wibbeke is applied to global business situations using cases taken from leading companies such as Google and eBay. The book uses a case study format to present salient issues related to intercultural leadership and then principles of the model are applied to the case in discussion format. The concepts of care, communication, consciousness, change, capability and others are analyzed in relation to how each concept is seen in different parts of the business world. Each chapter concludes with a "bottom line" example of how each Geoleadership concept directly affects business results.

Global Business Leadership also provides instruction about entry into cultural contexts, negotiating, preventing and managing cultural-based local-global conflict, and preparing global leaders to increase intercultural awareness and sensitivity.

Dr. Wibbeke founded and managed the leading Internet website (Web of Culture) for cross-cultural information on the Internet and shares such global experiences with other would-be globetrotters.



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