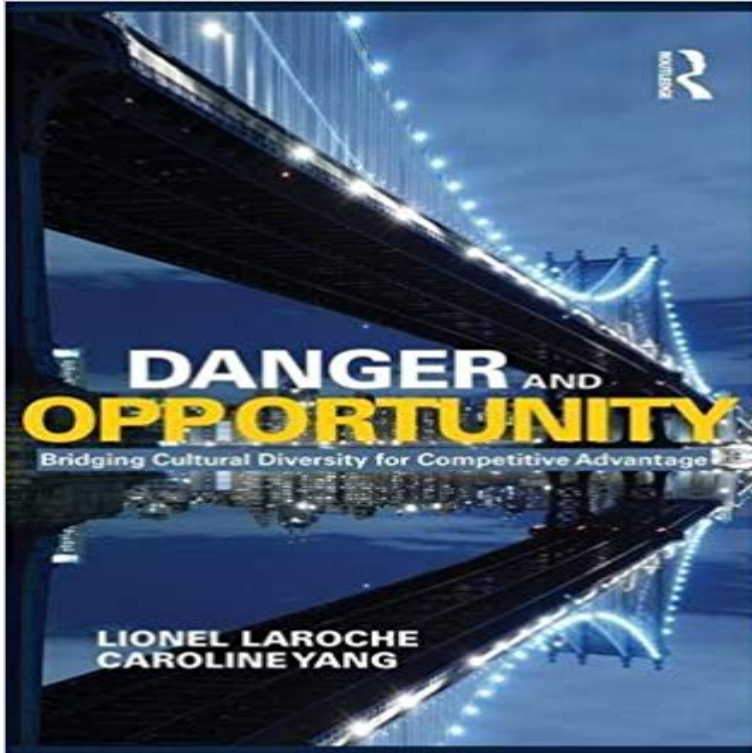


Danger and Opportunity: Bridging Cultural Diversity for Competitive Advantage



The Chinese characters for danger and opportunity form the word crisis. Ancient Chinese wisdom sees an opportunity in danger. While cultural diversity brings challenges to the workplace, how do we turn these challenges into opportunities? Drawing on their extensive experience working with multicultural and multinational organizations, Lionel Laroché and Caroline Yang provide an in-depth analysis of cross-cultural dynamics in the workplace and offer practical suggestions at both the individual and organizational levels. The book analyzes cross-cultural challenges in six areas: the relative importance of technical and soft skills; cross-cultural communication; cross-cultural feedback; hierarchy; individualism; and risk tolerance. It then provides a solutions framework that encompasses people, systems and environment to bridge the issues that arise from cultural differences. The analysis and solutions are applied in four business contexts: managing a multicultural workforce; competing in the global talent market; collaborating with joint venture partners; and working with offshore resources. If you work with colleagues, managers, employees and customers from diverse cultures, if you are with an organization that has a multicultural workforce and/or global operations, or if your organization collaborates with joint venture partners or offshore resources from different cultures, then *Danger and Opportunity: Bridging Cultural Diversity for Competitive Advantage* is the book for you.

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