



Culture and Management in the Americas (Stanford Business Books)

Alfredo Behrens

Download now

[Click here](#) if your download doesn't start automatically

Culture and Management in the Americas (Stanford Business Books)

Alfredo Behrens

Culture and Management in the Americas (Stanford Business Books) Alfredo Behrens

Latin Americans are culturally different from North Americans in ways that so far have been inaccurately portrayed in the management literature. In *Culture and Management in the Americas*, Alfredo Behrens argues that these differences merit a substantial overhaul of management theory and practice to make the best of the significantly untapped Latin American potential for creativity, innovation, and teamwork. This applies in organizations with North American ownership and management, whether they are based in the U.S. or Latin America.

Behrens, a management consultant and academic who has studied, taught, and practiced in South and North America and Europe, explains why the use of traditional North American research methods to capture cultural traits in the multi-cultural workforce is inappropriate. This practice produces a false picture of the cultural attributes and capabilities of Latin American managers and key staff. And this, in turn, leads to serious shortcomings in the development of appropriate motivation and leadership strategies and of appraisal and control instruments.

Rather than relying on standardized surveys for measuring cultural attributes to underpin and develop such strategies and tools, the author suggests that managers look to the arts—particularly literature and cinema—for a richer and more useful alternative. He illustrates his points by reference to literary icons such as Argentina's Martin Fierro, Brazil's Macunaima, and America's Captain Ahab. He uses a variety of case studies to demonstrate what we can learn from these iconographic characters and what we can expect of each other when we apply these lessons—whether we are leading, following, or working in self-directed teams. This readable and enjoyable book will be an invaluable, engaging, and practical tool for anyone charged with managing at any level in workforce that combines both North American and Latin American cultures.

 [Download Culture and Management in the Americas \(Stanford B ...pdf](#)

 [Read Online Culture and Management in the Americas \(Stanford ...pdf](#)

Download and Read Free Online Culture and Management in the Americas (Stanford Business Books) Alfredo Behrens

From reader reviews:

Connie Bannister:

With other case, little folks like to read book Culture and Management in the Americas (Stanford Business Books). You can choose the best book if you want reading a book. Providing we know about how is important some sort of book Culture and Management in the Americas (Stanford Business Books). You can add expertise and of course you can around the world with a book. Absolutely right, because from book you can understand everything! From your country till foreign or abroad you may be known. About simple issue until wonderful thing you may know that. In this era, we are able to open a book or maybe searching by internet product. It is called e-book. You can use it when you feel bored to go to the library. Let's study.

James Walton:

Reading can called brain hangout, why? Because when you are reading a book specifically book entitled Culture and Management in the Americas (Stanford Business Books) your mind will drift away trough every dimension, wandering in every single aspect that maybe mysterious for but surely can become your mind friends. Imaging each and every word written in a e-book then become one web form conclusion and explanation that will maybe you never get previous to. The Culture and Management in the Americas (Stanford Business Books) giving you a different experience more than blown away your brain but also giving you useful information for your better life in this era. So now let us show you the relaxing pattern is your body and mind are going to be pleased when you are finished studying it, like winning a game. Do you want to try this extraordinary shelling out spare time activity?

Alice Scales:

Don't be worry when you are afraid that this book will certainly filled the space in your house, you will get it in e-book technique, more simple and reachable. This particular Culture and Management in the Americas (Stanford Business Books) can give you a lot of close friends because by you checking out this one book you have point that they don't and make anyone more like an interesting person. This kind of book can be one of one step for you to get success. This reserve offer you information that possibly your friend doesn't understand, by knowing more than different make you to be great men and women. So , why hesitate? We need to have Culture and Management in the Americas (Stanford Business Books).

Holly Walker:

A lot of e-book has printed but it differs. You can get it by world wide web on social media. You can choose the very best book for you, science, amusing, novel, or whatever by simply searching from it. It is referred to as of book Culture and Management in the Americas (Stanford Business Books). You'll be able to your knowledge by it. Without causing the printed book, it could possibly add your knowledge and make you happier to read. It is most significant that, you must aware about e-book. It can bring you from one location to other place.

**Download and Read Online Culture and Management in the
Americas (Stanford Business Books) Alfredo Behrens
#04HO7TERS2D**

Read Culture and Management in the Americas (Stanford Business Books) by Alfredo Behrens for online ebook

Culture and Management in the Americas (Stanford Business Books) by Alfredo Behrens Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Culture and Management in the Americas (Stanford Business Books) by Alfredo Behrens books to read online.

Online Culture and Management in the Americas (Stanford Business Books) by Alfredo Behrens ebook PDF download

Culture and Management in the Americas (Stanford Business Books) by Alfredo Behrens Doc

Culture and Management in the Americas (Stanford Business Books) by Alfredo Behrens Mobipocket

Culture and Management in the Americas (Stanford Business Books) by Alfredo Behrens EPub