

MANAGING CULTURAL DIFFERENCES: Leadership Strategies for a New World of Business by Philip R. Harris and Robert T. Moran

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The content significance of some books has staying power. After 21 years of publication and five editions, *Managing Cultural Differences*, fits that category and might be safely termed a "classic" in the field of intercultural literature. While originally written for managers and professional going abroad, this unique work has now been adopted as a textbook in over 200 universities and colleges. Even the *Wall Street Journal* recognized it as a best-selling multicultural business guide. Coming out of both academia and international consulting, Drs. Harris and Moran must be doing something right with their valuable writings and insights.

This New Millennium edition now has 15 updated and revised chapters, including an additional treatment on "Women in Global Business." The first part of current book deals with culture general material that is centered on the theme of competencies required in global leaders. From this perspective, the opening nine chapters deal with the concepts of culture, intercultural communication, international negotiations and alliances, cultural change, cultural synergy, managing transitions and relocations, diversity in the global work culture, and effective performance in the global marketplace. The second part is devoted to culture specifics for doing business successfully in five major regions of the world. In addition to Europe, both East and West, these chapters are devoted to Latin and North Americans, Asians, Middle Easterners, and Africans.

Attractively packaged, the volume is well illustrated with useful graphics. The writing style is lively and pragmatic, including mini case studies, specific exhibits, and chapter references. For professors and trainers in the HRD field, there is a comprehensive INSTRUCTOR'S GUIDE available that not only provides cross-cultural instructional tips, but also recommendations for teaching each of the chapters.... As a supplement to this parent book, the authors have also co-edited a supplementary *Managing Cultural Differences Series* now up to twelve titles. Beside this reorganized 5th edition, the 21st Century releases in the accompanying series include four new volumes by consultants working in both the United States and Europe. Their subject matter relates to intercultural services, competing globally, working in Central and Eastern Europe, and Eurodiversity. It is no wonder that the principal forces behind these innovative books, Phil Harris and Bob Moran, have been elected to Gulf's Authors Hall of Fame! Further information on the complete series, and this new edition, may be viewed on the publisher's Internet website: <http://www.gpcbooks.com/mcd/mcd.html>.

In the two decades since MCD was published, many new books have come out on the topics therein. However, the creative writers of MANAGING CULTURAL DIFFERENCES continue to keep on the cutting edge of cross-cultural management skills.

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