



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:

Cesar Smith:

Reading a e-book can be one of a lot of pastime that everyone in the world adores. Do you like reading book therefore. There are a lot of reasons why people enjoyed. First reading a book will give you a lot of new information. When you read a e-book you will get new information due to the fact book is one of numerous ways to share the information or their idea. Second, reading through a book will make you more imaginative. When you reading a book especially tale fantasy book the author will bring one to imagine the story how the people do it anything. Third, you may share your knowledge to other individuals. When you read this Culture and Management in the Americas (Stanford Business Books), you are able to tells your family, friends and also soon about yours book. Your knowledge can inspire the mediocre, make them reading a publication.

Elnora Perry:

The e-book untitled Culture and Management in the Americas (Stanford Business Books) is the book that recommended to you to see. You can see the quality of the guide content that will be shown to anyone. The language that publisher use to explained their ideas are easily to understand. The writer was did a lot of investigation when write the book, to ensure the information that they share to you is absolutely accurate. You also could possibly get the e-book of Culture and Management in the Americas (Stanford Business Books) from the publisher to make you a lot more enjoy free time.

Ricardo Boddie:

Is it you who having spare time after that spend it whole day by means of watching television programs or just lying on the bed? Do you need something new? This Culture and Management in the Americas (Stanford Business Books) can be the reply, oh how comes? The new book you know. You are thus out of date, spending your spare time by reading in this brand new era is common not a nerd activity. So what these guides have than the others?

Crystal Thomas:

With this era which is the greater particular person or who has ability to do something more are more valuable than other. Do you want to become considered one of it? It is just simple strategy to have that. What you should do is just spending your time very little but quite enough to possess a look at some books. One of the books in the top collection in your reading list is usually Culture and Management in the Americas (Stanford Business Books). This book and that is qualified as The Hungry Mountains can get you closer in becoming precious person. By looking upwards and review this book you can get many advantages.

**Download and Read Online Culture and Management in the
Americas (Stanford Business Books) Alfredo Behrens
#HSP80EF3AJI**

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