



Contents

	Introduction			I
1	The organization as a cultural construct			11
2	The organization of meaning: introducing value dimensions			23
3	Further value dimensions			61
4	Corporate culture			99
5	Managing change and continuity across cultures			153
6	Marketing across cultures			181
7	Managing HR dilemmas across cultures			239
8	Finance and accounting across cultures			273
9	The quest for a new paradigm of international leadership			291
10	The reconciling organization			315
	Notes	and	bibliography	349
	Index			353