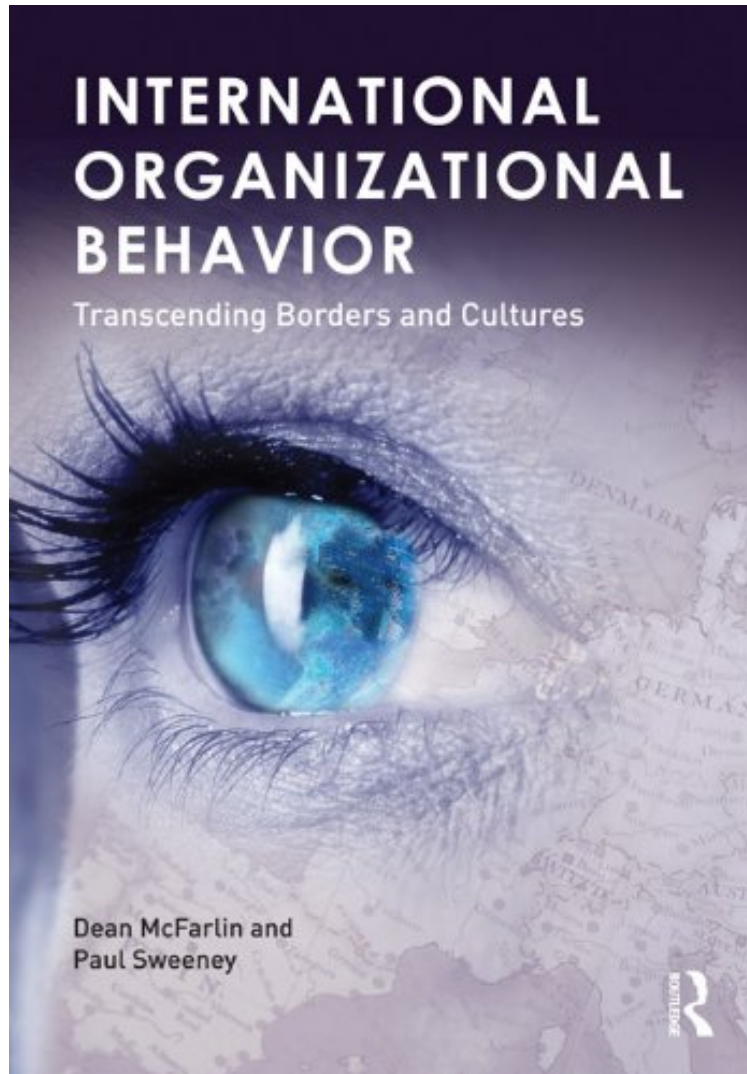


# International Organizational Behavior: Transcending Borders and Cultures

*Dean Dean McFarlin, Paul Paul Sweeney*

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In today's increasingly diverse, multicultural business world, managers and employees alike need to transcend many borders (literally or figuratively) and grasp a wide variety of cultural nuances on a routine basis. Doing this well requires both a sophisticated understanding of cultural differences as well as a repertoire of skills and management tactics that can be brought to bear to build and maintain a competitive global workforce. *International Organizational Behavior* focuses on understanding and managing organizational behavior in an international context, providing both the conceptual framework needed for a transcendent understanding of culture along with plenty of practical advice for managing international challenges with organizational behavior.

"When I select textbooks for my international business courses, I am looking for texts that are up-to-date, relevant, and practical. McFarlin and Sweeney have delivered home runs on all three areas. The book is chock full of updated information including easy-to-understand summaries of new research into cultural differences and international management. More classical theories such as Hofstede's cultural framework are brought to life with modern applications to rapidly changing cultures in emerging markets. This book doesn't claim to provide solutions to every international organizational behavior problem, but will definitely provide the business professional with the necessary tools to fully understand the context of what they are facing. Students and practitioners alike will find tremendous value in McFarlin and Sweeney's explanation of cultures, language, market entry, negotiation, and management. I can't recommend this textbook highly enough." -- Terence Lau, Associate Professor, Director, International Business, University of Dayton

"*International Organizational Behavior: Transcending Borders and Cultures* by Dean McFarlin and Paul Sweeney builds on previous work by the authors and state-of-the-art research to provide an invaluable guide to anyone interested in managing in the international arena. Building on cultural frameworks and including actionable concepts and practical applications, the book covers management of individuals, teams, and personnel across borders. A must-read in an increasingly complex and ever-changing world." -- Joãtilde;o Neiva de Figueiredo, Assistant Professor, Department of Management, Saint Joseph's University; Senior Fellow, University of Pennsylvania's Wharton School

About the Author Dean McFarlin is a Professor and Chairperson in the Department of Management Marketing and NCR Professor of Global Leadership Development at the University of Dayton, USA. Paul Sweeney is a Professor at the University of Dayton, USA.