



CROSS-CULTURAL MANAGEMENT: A FRENCH PERSPECTIVE

Jean-Pierre BERNARD

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Cross-Cultural Management: a French Perspective

International negotiations and multicultural teams' management are the daily challenges of the new manager facing the globalization.

The concepts and method explained in this book are the work of several years training managers to negotiation and cross-cultural management. Training being mainly the transmission of experience, concrete cases and situations are presented to illustrate the concepts. Finally, a cross-cultural assessment grid is proposed to help the readers to use the method.

About the author:

J.P.Bernard is a consultant in high-tech business and Associate Professor of Management at Grenoble Graduate School of Business. Thanks to 30 years of international professional activity in the electronics industry in Europe, USA, Asia and India, he has acquired some extensive experience in international negotiation and team building with different cultures. As a consultant, he trains MNC's managers around the world (Singapore, Riyadh, Beijing, London...) to international, cross-cultural management and negotiation, and also acts in cross-cultural crisis especially in transnational M&A cases. He holds a Ph.D. in Microelectronics, a Master in Telecommunication Engineering and a MBA.



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