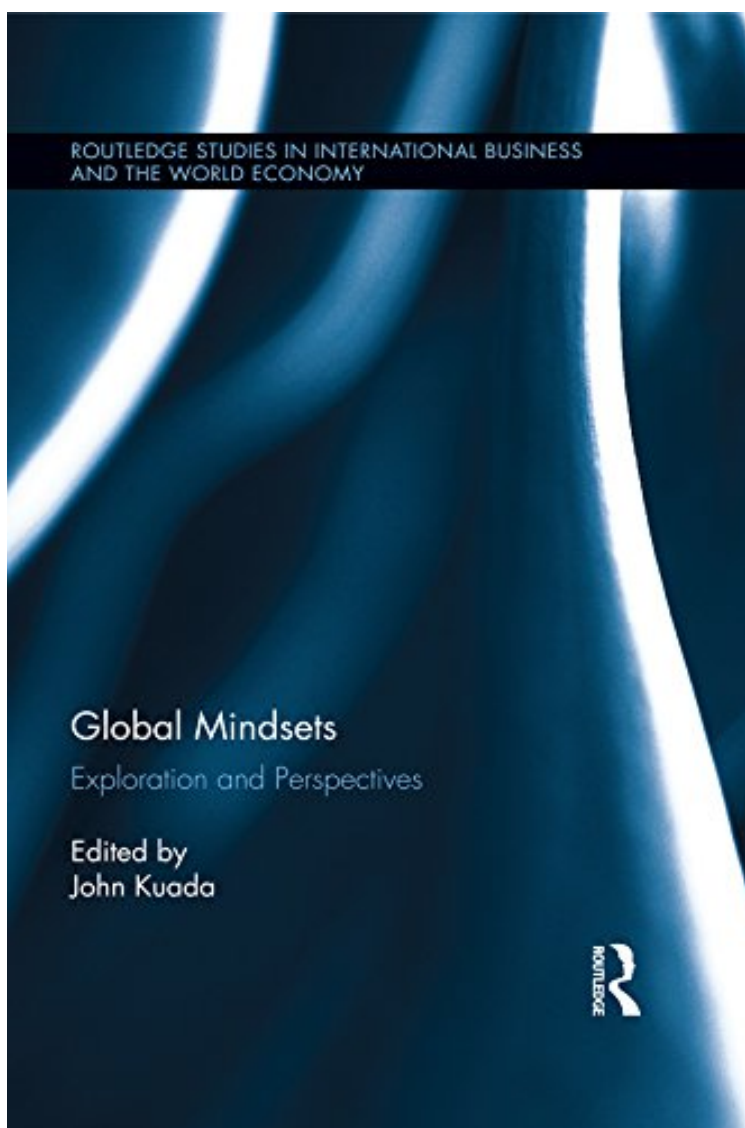


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Global Mindsets seeks to tackle a topic that is relatively new in research and practice, and is considered by many to be critical for firms seeking to conduct global business. It argues that multiple mindsets exist (across and within organizations), that they operate in a global context, and that they are dynamic and undergo change and action. Part of the mindset(s) may depend upon place, situation and context where individuals and organizations operate. The book examines the notion of "mindset" is situational and dynamic, especially in a global setting, why it is important for future scholars and managers and how it could be conceptualized. The book includes conceptual chapters that push the current boundaries of research on the topic and empirical chapters that demonstrate how different organizations in different countries apply mindset perspectives in their management practices. It seeks to help academics, consultants, and researchers understand what has been said and studied about global mindsets in action and gain insights into possible directions and challenges that the field may face in the future.

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