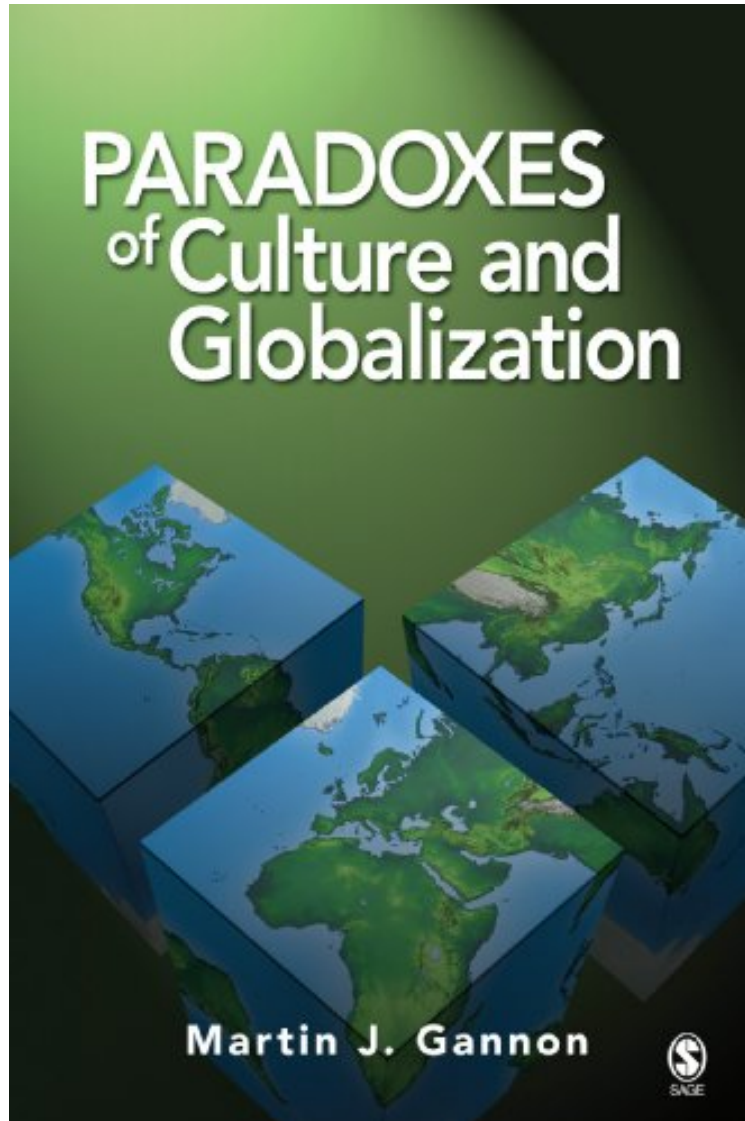


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Paradoxes of Culture and Globalization

Martin J. Gannon

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Martin J. Gannon : Paradoxes of Culture and Globalization before purchasing it in order to gauge whether or not it would be worth my time, and all praised Paradoxes of Culture and Globalization:

2 of 3 people found the following review helpful. Paradoxes of Culture and Globalization by Martin Gannon By Carl A. Scheraga Martin Gannon's latest book on global cultures, Paradoxes of Culture and Globalization, coupled with his earlier works on cultural metaphors, gives both the academic and practitioner a complete pedagogical toolkit for the study of cross-cultural management issues. The paradox paradigm provides two very important things for the classroom instructor. First, it provides a framework for the application of critical thinking, and thus illumination, to what can be a very complex if not overwhelming operational environment for players in the global business arena.

Second, it gives the instructor a methodology for linking the foundational elements developed by Gannon's previous works on cultural metaphors to the macro-phenomena that traverse multiple national, ethnic, and industrial regimes. Gannon's body of work, which draws on the fields of sociology, anthropology, economics and business, is one of the most integrated and thus one of the most useful, allowing the business world to better understand the cross-cultural phenomenon.

"A truly extraordinary book! The range of knowledge revealed by the author is quite astonishing and the material presented is done so in a clear and unambiguous writing style." The book includes astonishingly varied perspectives on issues that will impact the hoped-for positive consequences of globalization. I felt I was being informed by an expert who grasps the complexity of the issues involved in ways that make them clear and useful. If I was teaching a course that had anything to do with globalization and/or culture, I would assign this book; and if I knew of someone who was being assigned to another country, I would require him or her to read this book." — Benjamin Schneider, Valtera Corporation and Professor Emeritus, University of Maryland

What is a paradox? Why are cross-cultural paradoxes essential for understanding the changes that are occurring because of globalization? Encompassing a wide variety of areas including leadership, cross-cultural negotiations, immigration, religion, economic development, and business strategy, *Paradoxes of Culture and Globalization* develops cross-cultural paradoxes essential for understanding globalization. Key Features Highlights over 90 paradoxes structured in a question/discussion format to actively engage readers and provide an integrative overview of the book Presents key issues at a higher and integrative level of analysis to avoid stereotyping particular cultures Facilitates class discussions and the active involvement of class members in the learning process of culture and globalization. Enlarges individuals' conceptual understanding of cross-cultural issues Focuses on both traditional and controversial topics including motivation and leadership across cultures, communicating and negotiating across cultures, immigration, religion, geography, economic development, business strategy, and international human resource management

Intended Audience This is an excellent text for advanced undergraduate and graduate courses in International Management, International Business, Comparative Management, World Business Environment, Cross-Cultural Management, Cross-Cultural Communications, and Cultural Anthropology in the departments of business and management, communication, and anthropology. Meet author Martin J. Gannon! www.csusm.edu/mgannon Martin J. Gannon is also the author of the bestselling text *Understanding Global Cultures* (SAGE, Third Edition, 2004) and *Cultural Metaphors: Readings, Research Translations, and Commentary* (SAGE, 2000).

"Paradoxes of culture and globalization is a very engaging read filled with real-life examples that both academics and practitioners will readily enjoy, and it introduces theory so deftly and in such a down-to-earth manner that even undergraduate students won't realize that they are learning communication theory." -- Nicole St. Germaine-Madison

"Paradoxes of Culture and Globalization belongs on the bookshelf of everyone interested in the interplay between culture and globalization. This book, as it stands, is an important contribution to the extant literature, especially for use in teaching international management. I recommend it heartily." -- Nakiye A. Boyacigiller (09/15/2009)

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About the Author Martin J. Gannon (PhD, Columbia University) is Professor of International Management and Strategy, College of Business Administration, California State University, San Marcos (CSUSM). He is also Professor Emeritus, Smith School of Business, University of Maryland at College Park. At Maryland he held several administrative positions, including the Associate Deanship for Academic Affairs and the Founding Directorship of the Center for Global Business, and received the University's International Landmark

Award. In 2014, Professor Gannon received the Outstanding Educator Award from the International Management Division of the Academy of Management. Professor Gannon has authored or co-authored nearly 100 articles and 13 books, some in multiple editions and translations. These include *Paradoxes of Culture and Globalization* (2008), *Handbook of Cross Cultural Management* (2001), *Dynamics of Competitive Strategy* (1992), *Managing without Traditional Methods: International Innovations in Human Resource Management* (1996) and *Ethical Dimensions of International Management* (1997). Professor Gannon has been the Senior Research Fulbright Professor at the Center for the Study of Work and Higher Education in Germany and the John F. Kennedy/Fulbright Professor at Thammasat University in Bangkok, and has served as a visiting professor at several Asian and European universities. He has also been a consultant to many companies, government agencies, and labor unions. Professor Gannon has lived and worked in more than 30 nations as a visiting professor, consultant, and trainer. For additional information on Professor Gannon, please visit his homepage at California State University, San Marcos: faculty.csusm.edu/mgannon nbsp;