



Managing Change Across Corporate Cultures

Fons Trompenaars, Peter Prud'homme

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Managing Change Across Corporate Cultures peels away the mysteries of corporate culture to reveal why it has such a powerful influence on every aspect of the performance of a business. It shows how to shape high-performing corporate cultures in a complex international environment.

As the natural successor to Fons Trompenaars and Charles Hampden-Turner's landmark bestseller, *Riding the Waves of Culture*, *Managing Change Across Corporate Cultures* shows exactly how to create an environment where astonishing business breakthroughs are possible. You will also learn how to renew cultures as part of change and how to integrate cultures successfully following mergers, acquisitions and joint ventures.

New research shows that in cross-border business, differences in corporate culture have more far-reaching repercussions than even differences in national cultures. Never before has there been such enormous interest in shaping and changing the cultures of our businesses, whether to revitalise them after restructuring or to provide the glue that holds them together through the sea changes of globalization.

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