



Multicultural Management in the Virtual Project Setting

By Benedikt Rudnik

GRIN Verlag GmbH Sep 2014, 2014. Taschenbuch. Book Condition: Neu. 211x149x9 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2013 in the subject Business economics - Business Management, Corporate Governance, grade: 2, The University of Liverpool, language: English, abstract: Considering the development promoted through globalization and the moving together of remote cultures sets certain challenges on companies active in this global market. Especially people forming these companies meet the challenges of increased speed and interaction. Therefore for many companies it is key to match far distant markets and knowledge with each other by people not meeting face-to-face but in virtual surroundings conducting projects such as developing, launching or improving products. 12 pp. Englisch.



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Reviews

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-- **Braden Leannon**

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