

# Contents

Foreword	v
Acknowledgments	ix
1 • An Introduction to Culture	1
2 • The One Best Way of Organizing Does Not Exist	17
3 • The Meaning of Culture	27
4 • Relationships and Rules	39
5 • The Group and the Individual	65
6 • Feelings and Relationships	87
7 • How Far We Get Involved	101
8 • How We Accord Status	125
9 • How We Manage Time	147
10 • How We Relate to Nature	173
11 • National Cultures and Corporate Cultures	193
12 • Toward International and Transnational Management	223
13 • Reconciling Cultural Dilemmas	241
14 • When Two Worlds Collide	263



15 • The Diversity of Diversity	301
16 • Summary and Conclusions	343
Appendix A Assessing Cultural Competence	351
Appendix B The Trompenaars Databases	365
Index	383