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Corporate Cultures in Global Interaction

People, Strategies, and Success

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Markets and environmental conditions are in a continual state of flux, put growing pressure on corporations, and forcing them to adapt. New technologies are being created, new markets are emerging, and large new corporations are being founded on almost a daily basis. Furthermore, the emerging economies are already producing corporations which are operating on a global scale. This internationalization of the markets goes hand in hand with the increasingly transnational activities of corporations and thus with the enhanced cooperation between them and their employees and partners, competitors and colleagues from completely different cultures. Corporate culture is influenced by regional, national and international elements, so that the diversity and complexity of the action space in which a corporation operates are continually on the increase and need to be managed in an active manner at the executive level.

