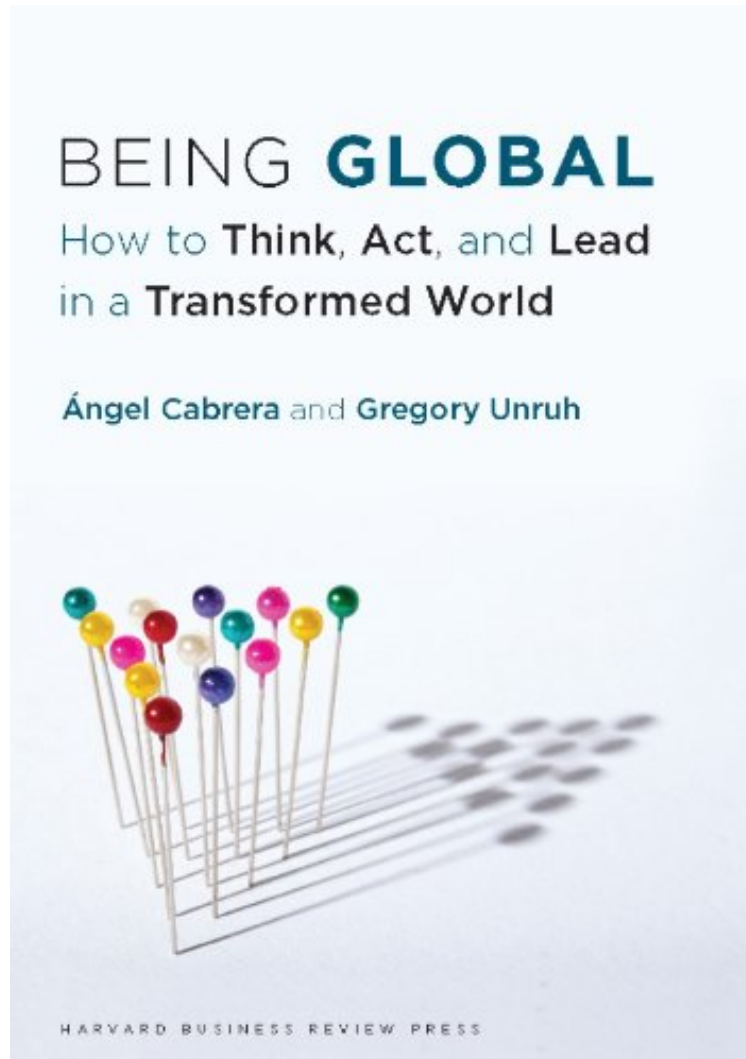


Being Global: How to Think, Act, and Lead in a Transformed World

Ángel Cabrera, Gregory Unruh

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Ángel Cabrera, Gregory Unruh : Being Global: How to Think, Act, and Lead in a Transformed World before purchasing it in order to gauge whether or not it would be worth my time, and all praised Being Global: How to Think, Act, and Lead in a Transformed World:

2 of 2 people found the following review helpful. Global Mindset for Leaders By Steve Gladis Being Global by Angel Cabrera and Gregory Unruh is itself a global business leadership primer. "The world today is truly global: Inclusive, multidirectional, interlinked, and hugely complex." Getting managers ready for a global experience is more than blitz language training and a short course on culture. Walmart discovered this when it tried to penetrate Brazil with Walmart's big-box concept in a Brazilian mom-and-pop culture. Cabrera and Unruh met at Thunderbird School of

Global Management (started in 1946 to focus on training managers for international trade) in Glendale, Arizona. According to the authors, "Being Global" needs to be part of an organization's (and a person's) DNA. This book shares and promulgates Thunderbird's philosophy to help leaders become more global. The authors make their purpose known up front: "Our interest is in how you can actually transcend culture, become effective across cultural settings, effectively interact with culturally diverse individuals and organizations and create value." Finally, Angel Cabrera is the incoming president of George Mason University in Virginia. It will be interesting to see how he brings his global mindset to this major U.S. University. I wish great success for him, George Mason University, and the global community at large. 1 of 1 people found the following review helpful. Well written and timely. By S. Smithson. Being Global is very well written and articulated, and presents a timely approach to today's economic environment. It chronicles several examples of using business ethics and a global lens to create and drive businesses across the world. And, without sounding too preachy, it actually motivates the reader to believe in the basic truths of business itself. Working in a global company, many of these issues are front and center. Whether it's bribery in developing countries or the inability to grow businesses with little or no infrastructures, business across the world takes patience, insights and understanding. That may not be the quickest way to wealth, but it is a path that builds both financial and personal wealth. Well worth the purchase price and the few hours it takes to read. 0 of 0 people found the following review helpful. Full of useful tools to analyze Pop Culture. By JASIRI J.G. The book gives a nice outline of various communication theory perspectives. It is very clear with good examples. I wrote another review for this book thinking of something else, my apologies. This is a very informative book.

What does it take to lead a global business? What makes being a global business leader today such a complex task? It's more than mastering your knowledge of various geographies and cultures, though that is essential. But to succeed, you must also master the complex mind-set and competencies needed to lead in today's fully globalized world. Not an easy assignment. Enter Angel Cabrera and Gregory Unruh. In *Being Global*, they pull from their extensive experience as well as research they conducted at the Thunderbird School of Global Management, which has been cited by the Financial Times, U.S. News and World Report, and The Economist for its authority on global business. In *Being Global*, Cabrera and Unruh define a new context for global leadership, vividly illustrating both the challenges and the opportunities facing today's executives. How can you be effective? What new skills must you learn in order to be successful? What do international teams do to stay connected while still producing results on a regional scale? *Being Global* is written for leaders at all levels of their careers—whether in big business or small, private sector or government—who aspire to think and act globally and who need some help getting there. Being a global citizen is just the starting point. Cabrera and Unruh provide the tools and guidance to help you develop even deeper leadership skills, to benefit both you and your organization.