



Global Business Leadership

E.S. Wibbeke, Sarah McArthur

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The second edition of this bestselling textbook has been fully updated with a synopsis of the latest changes in the fields of intercultural communication and leadership development. This includes new benchmark interviews from some of the world's foremost companies; a wealth of proven guidelines, tools, and models, including Wibbeke's own Geoleadership Model and two new chapters focusing on the influence of gender and technology on culture and leadership.

This new edition also emphasizes practical examples of individuals and organizations that have utilized the core concept of "geoleadership"—including updated research from those at the forefront of various industries, including finance, healthcare, and manufacturing.

With contributions and endorsements from some of the most important thought leaders in leadership development and intercultural communication, this edition offers a resource for designing, delivering, and evaluating successful leadership theories and practices to both students and practitioners.

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