

The Power of Global Thinking

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Develop the bigger mindset you need to adapt to the challenges of operating cross-culturally with our dossier:

- **Richard M. Steers and Carlos Sanchez-Runde** explore the implications of

culture for managing and motivating employees.

- **Marieke de Mooij** urges managers to take a culturally segmented approach in their global marketing efforts.
- **Sophia Kusyk** challenges three myths about doing business across cultures, and provides some ethical decision-making tools.
- **Sebastian Reiche** identifies vital criteria to leverage the skills and knowledge of subsidiary staff in headquarters.

Elsewhere in this magazine:

- **Dominique Hanssens** prescribes better marketing strategies to turn around a sick brand during periods of reduced consumption.
- **Raúl Ibáñez and Josep M. Rosanas** examine management planning-and-control systems to help executives use them more wisely.

We interview **Kevin Roberts, CEO Worldwide of Saatchi & Saatchi**, who considers what happens when advertising takes sustainability seriously.

In our case discussion, three executives ponder whether a joint **Israeli/Palestinian startup** might actually generate peace as well as profit.

And finally, we learn about the importance of training, teamwork and always having backup, from parachuting enthusiast and entrepreneur **Josep Lagares**.

Array

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