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The Importance of Cross-Cultural Management in International Business: China and the United States

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Attention to cross-cultural management in today's globalized workplace and marketplace is paramount to professional success. In this exploration I examine the nuances of Chinese business practices and organizational culture as well as their likely points of divergence from American traditions. The variance between organizational culture across national borders is often significant and, as demonstrated by the cases herein, can prove to be either an opportunity to succeed beyond expectation or fail to the same extent.