



Beyond Hofstede: Culture Frameworks for Global Marketing and Management

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Almost thirty years ago, Geert Hofstede introduced a culture paradigm that has been widely influential, and formed the dominant understanding of culture, in international business. However, questions have been raised about the paradigm's relevance in light of culture's increasing fluidity and complexity stemming from globalization.

This book attempts to go beyond Hofstede by presenting alternative culture frameworks and perspectives from leading scholars in global marketing and management. Fresh, contemporary ideas about culture are offered to help international business researchers and managers navigate the varied terrains of countries, regions, and the world. These ideas issue from studies that probe the nature and ramifications of culture for the marketing of goods and services worldwide as well as the management of transnational enterprises. Readers will find in the book rich, diverse insights that apply to global businesses, where cultural understanding is no longer an option but a necessity.

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