



# **Cross-cultural Business Behavior: Marketing, Negotiating and Managing Across Cultures (Series A)**

*Richard R. Gesteland*

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Despite all we hear about the "borderless world", differing business customs and practices in fact continue to be invisible barriers to global trade. Cross-Cultural Business Behavior shows business executives how to overcome these unseen obstacles to international success. During his 33 years as a global manager and consultant Richard R. Gesteland lived in seven countries on four continents while negotiating over a thousand deals in 45 different cultures. In this practical guidebook he uses real-world cases to illustrate the key differences in global business behavior. And provides two dozen original Negotiator Profiles to help the reader get to Yes at bargaining tables anywhere in the world.

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