

Global Applications of Multigenerational Management and Leadership in the Transcultural Era

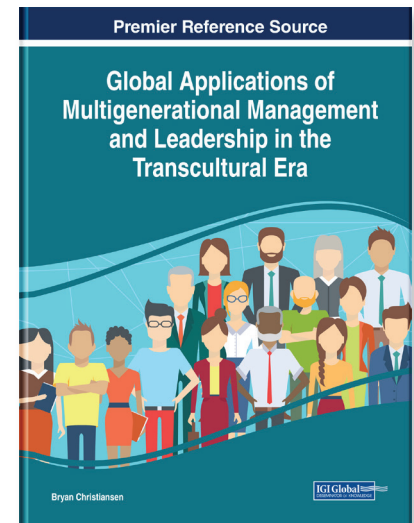
Part of the Advances in Logistics, Operations, and Management Science Book Series

Bryan Christiansen (Global Research Society, LLC, USA)

Description:

While much thought has been given to how business leaders and managers can obtain the most productivity from Millennials (Generation Y) and subsequent groups such as Generation Z, the true challenge is far more complex. The workforce of the near future will be a multigenerational one, featuring members from between four and six generations in one organizational setting. This situation is made even more complex and challenging with the effect of today's globalization, which has created worldwide hypercompetition in organizations that often involves members from multiple cultures who speak different languages. How to effectively handle such a diverse population is increasingly a key concern for organizations of all types and sizes.

Global Applications of Multigenerational Management and Leadership in the Transcultural Era is a pivotal reference source that provides vital research on the application of applying numerous leadership styles to effectively navigate generational compromise. While highlighting topics such as consumer behavior, leadership management, and workforce diversity, this publication is ideally designed for business scholars, managers, executives, human resources professionals, recruitment agencies, students, business professionals, and international business leaders seeking current research on communication strategies and the most effective ways to handle a diverse workforce.



ISBN: 9781522599067

Release Date: September, 2019 **Copyright:** 2020

Pages: 300

Topics Covered:

- Ageism
- Aging Workforce
- Consumer Behavior
- Digital Media
- Diverse Workforce
- Human Resources Management
- International Business
- International Business Policy
- Leadership Management
- Millennials
- Multinational Enterprises
- Organizational Culture
- Talent Acquisition
- Workforce Diversity

Hardcover: \$215.00

E-Book: \$215.00

Hardcover + E-Book: \$260.00

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA