

# Examining Cultural Perspectives in a Globalized World

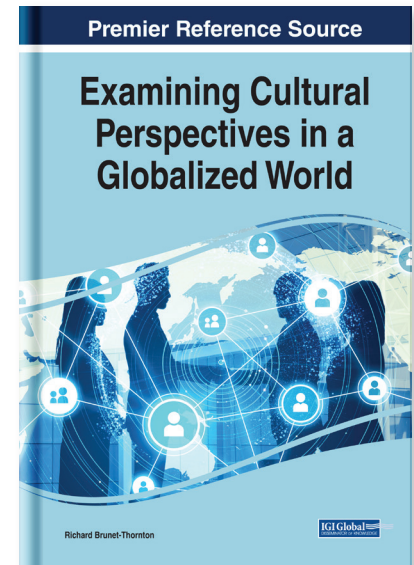
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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## Description:

Researchers are beginning to draw attention to the human side concerning the implications of the digital age. Cultural challenges faced by international virtual teams, management dilemmas relative to resource issues when dealing with cultural diversity, and human resource management challenges confronted by technical environments and nationally-qualified labor shortages are on the rise and need to be addressed as society enters a new era.

**Examining Cultural Perspectives in a Globalized World** is a pivotal reference source that provides vital research on the promotion of new cultural models representative of the contemporary world and subject to digital transformation. While highlighting topics such as digital diversity, shared culture, and employee motivation, this publication explores increasing the relevancy of culture in the globalized 21st century as well as the methods of revising current HR management policies. This book is ideally designed for managers, human resources management, executives, sociologists, consultants, practitioners, industry professionals, researchers, academicians, and students.



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## Topics Covered:

- Brand Awareness
- Corporate Governance
- Cross-Cultural Marketing
- Digital Diversity
- Effective Leadership
- Employee Motivation
- Group Behavior
- Human Management
- Racial Profiling
- Shared Culture

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