



Global Diversity: Winning Customers and Engaging Employees within World Markets

Ernest Gundling and Anita Zanchettin with Aperian Global

Mastering global business requires that leaders and managers fully understand the differences that exist *within* countries as well as between them. To succeed in China, knowledge of the local culture is essential . . . but which culture? The most successful business strategies rely on embracing the depth and breadth of diversity in local customers, employees and suppliers.

Drawing on the authors' years of hands-on experience in country, *Global Diversity* presents the key cultural variables relevant in 8 major markets: **China, Egypt, India, Japan, Mexico, Russia, the United Kingdom and the United States.**

Ernest Gundling is a co-founder of Aperian Global, and has been involved with the organization since its inception in 1990. He currently acts as a senior Asia specialist and co-President of the company's operations. Dr. Gundling is also a lecturer at the Haas School of Business at the University of California, and the author of two books, *The 3M Way to Innovation* and *Working GlobeSmart*.

Anita Zanchettin is Director, Global Diversity and Inclusion for Aperian Global. She has more than eighteen years experience providing interactive, skills-based programs for companies such as Accenture, Amoco, Bayer, Caterpillar, Citibank, Ernst & Young, General Motors, Hewlett-Packard, Motorola, Procter and Gamble, and the World Bank.

Each country is explored in depth, especially the cultures within its cultures, and recommendations are made for realizing local market opportunities.

Global Diversity takes into account the true variety that exists within each country while enabling every employee in a global enterprise to become an engaged and accountable contributor.

Vital cultural insights are presented for:

- Individual managers selling their products and services in foreign markets;
- Expatriates working with headquarters and subsidiary operations;
- Leaders looking to leverage capabilities of their workforces in key growth markets;
- Diversity professionals extending corporate diversity initiatives abroad.

The final chapter presents a six-step approach to developing an effective global diversity strategy.

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