

**CAMBRIDGE**  
UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom

One Liberty Plaza, 20th Floor, New York, NY 10006, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi – 110025, India

79 Anson Road, #06-04/06, Singapore 079906

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning, and research at the highest international levels of excellence.

[www.cambridge.org](http://www.cambridge.org)

Information on this title: [www.cambridge.org/9781108493307](http://www.cambridge.org/9781108493307)

DOI: 10.1017/9781108681209

First edition © Richard M. Steers, Carlos J. Sanchez-Runde, and Luciara Nardon 2010

Second edition © Richard M. Steers, Luciara Nardon and Carlos J. Sanchez-Runde 2013

Third edition © Richard M. Steers, Luciara Nardon, and Carlos J. Sanchez-Runde 2016

Fourth edition © Richard M. Steers and Joyce S. Osland 2020

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First edition 2010

Second edition 2013

Third edition 2016

3rd printing 2018

Fourth edition 2020

Printed in Singapore by Markono Print Media Pte Ltd. 2020

*A catalogue record for this publication is available from the British Library.*

*Library of Congress Cataloging-in-Publication Data*

Names: Steers, Richard M., author. | Osland, Joyce, author.

Title: Management across cultures : challenges, strategies, and skills / Richard M. Steers, University of Oregon, Joyce S. Osland, San Jos, State University, California.

Description: 4th edition. | Cambridge, United Kingdom ; New York, NY, USA : University Printing House, [2019] | Includes bibliographical references and index.

Identifiers: LCCN 2019010791 | ISBN 9781108493307 (hardback : alk. paper) |

ISBN 9781108717595 (paperback : alk. paper)

Subjects: LCSH: Management–Cross-cultural studies. | International business enterprises–Management.

Classification: LCC HD62.4 .S735 2019 | DDC 658/.049–dc23

LC record available at <https://lccn.loc.gov/2019010791>

ISBN 978-1-108-49330-7 Hardback

ISBN 978-1-108-71759-5 Paperback

Additional resources for this publication at [www.cambridge.org/mac4](http://www.cambridge.org/mac4)

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.