

Chapter 1. Moran. Global leaders and culture

Global leaders as influencers

- cultural understanding and sensitivity
- global transformations

culture counts

a global person

- no country is more important than others
- lives and view-points are different

culture

involves

- adpating to the change 1
- transmitting skills and knowledge to subsequent generations 2

tradition

- unwritten customs 1
- taboos 2
- sanctions 3

Hofstede's dimensions of National culture

- Power distance: the extent to which is accpetable that power in society and institutions is distributed unequeally
- Uncertainty avoidance: the power of threats and ambiguity
- individualism and collectivism
- Masculinity (preeminent values are money, materialism and so forth)and feminity (preeminence assigned to quality of life and people)