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Título: Management In Two Cultures. Bridging The Gap Between U. S. And Mexican Managers

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Much has been written on the economic dimensions of U.S.-Mexican business relations but little on the more subtle and sensitive cultural issues involved. In this revised edition of her popular book, Eva Kras has provided us with an update in which she confronts the problems that arise out of the cultural differences between U.S. and Mexican managers. Since the publication of the first edition of this book in 1989, the Maquiladoras have increased in number, the NAFTA agreement was ratified, and business practices have changed and evolved in response. Kras has expanded her analysis of these developments and their meaning for interaction between U.S. and Mexican managers. She thus offers the reader a sharper image and a more penetrating analysis of her subject in light of these developments.

This practical handbook is based on extensive interviews with Mexican and U.S. managers. Kras compares the critical areas of a managerial setting in which the values and behaviors of the two cultures differ and offers specific recommendations on how to ameliorate the disparities between them. Kras is a cross-cultural management consultant to Mexican and U.S. businesses.