

## **Making the World A Better Place**

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The Global Manager, Globalization, Joint Ventures, are all the buzz words of today. The World is today in the throes of tremendous change. The end of the cold war, the crumbling of empires, the emergence of new economies, and the boom of information technology has created opportunities for Individuals and organizations to expand business across the world.

Mergers and Acquisitions, and Joint Ventures - the motto of the present liberalized economy in India - are changing the way business is done. Strategic alliances and partnerships are recognized as essential for cooperation and long-term relationships.

To succeed in this present scenario individuals must respond to these emerging challenges and new opportunities in a way that they may not have thought of before. Prepare yourself for the Cross cultural experience... the world is getting smaller.

**What is Culture?...** A code of behaviour that influences the pattern of thinking and determines how we view ourselves and the world around us. To work effectively cross culturally, it is important to change the worldview and to do that one must be able to empathize, and understand that all cultures are Ethnocentric. That is, the belief that “my culture does it the best” actually blocks us from appreciating the differences.

Understanding cross cultural nuances, in new environments, will largely depend upon personal adjustment, empathy, tolerance, flexibility, open-mindedness, and sociability. Building partnerships requires, mutual trust, mutual respect, and mutual support.

**Forever in time “the rich get richer and the poor poorer” This does not seem the way to go now.**

The world has realized by not addressing the Civil Society issues, Businesses and Corporations really cannot succeed to the highest, as the world is imbalanced.

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