



How to overcome cultural differences when managing offshore or nearshore teams

Hugo Messer

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The goal of this book is to give you practical insights on how to manage cultural differences when managing offshore or nearshore teams. Culture is a 'soft' topic, more a concept than something driven by analytics and data. There is no step by step 'how to' approach to deal with cultural differences. The only thing to do for people working with other cultures, is to learn as much as possible about the other culture. To make this learning effective, this book presents articles on how to understand culture on a more general level as well as real life experiences on cultural differences for a specific country. All authors come from different backgrounds and write from their own experience.

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