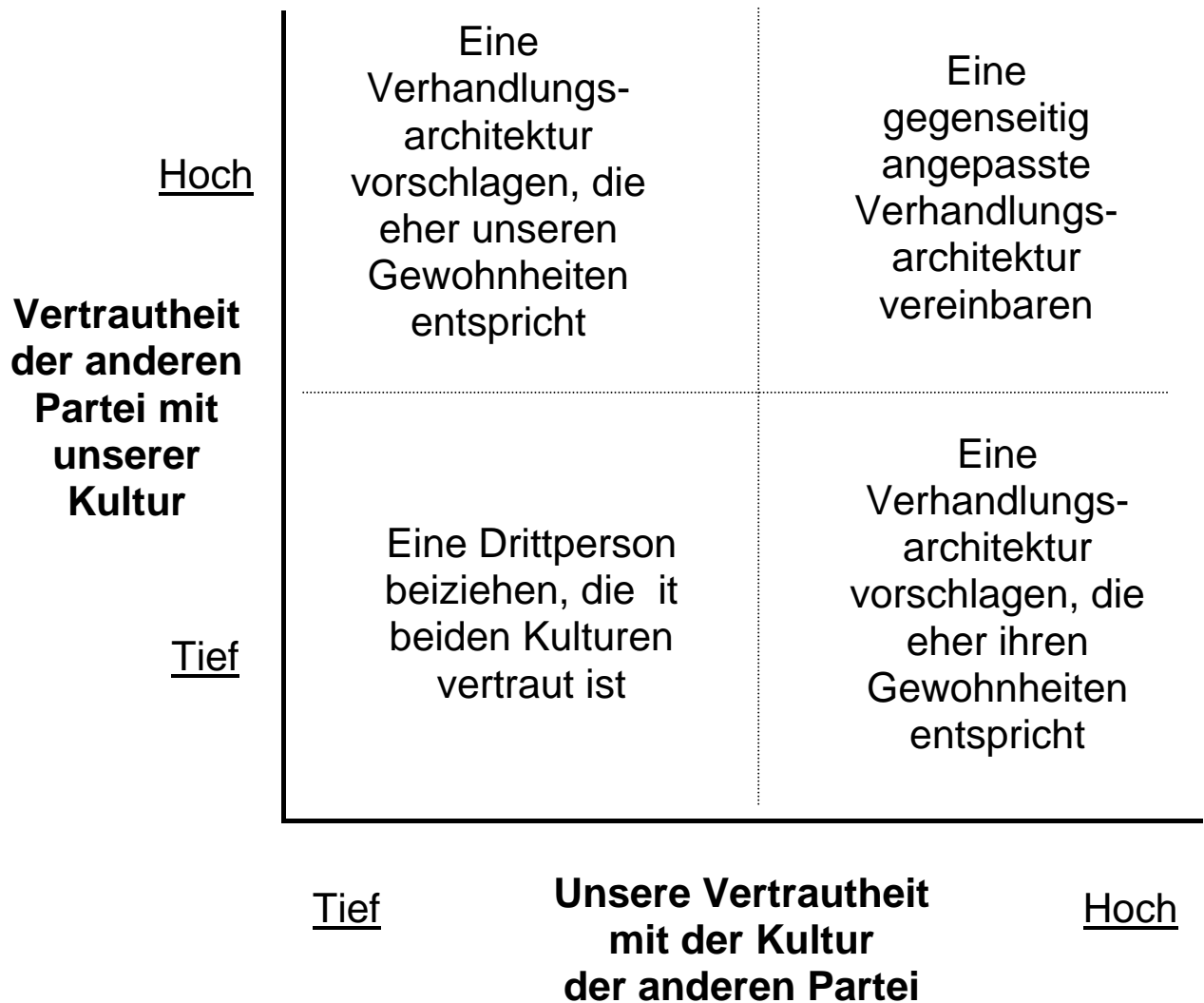


Kulturbewusste Strategie



Adaptiert von: Stephen E. Weiss, *Negotiating with "Romans"*, Parts 1 and 2, Sloan Management Review, Winter and Spring 1994