

# Global Business Leadership, 2nd Edition

By **E.S. Wibbeke, Sarah McArthur**

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The second edition of this bestselling textbook has been fully updated with a synopsis of the latest changes in the fields of intercultural communication and leadership development. This includes new benchmark interviews from some of the world's foremost companies; a wealth of proven guidelines, tools, and models, including Wibbeke's own Geoleadership Model and two new chapters focusing on the influence of gender and technology on culture and leadership.

This new edition also emphasizes practical examples of individuals and organizations that have utilized the core concept of "geoleadership"—including updated research from those at the forefront of various industries, including finance, healthcare, and manufacturing.

With contributions and endorsements from some of the most important thought leaders in leadership development and intercultural communication, this edition offers a resource for designing, delivering, and evaluating successful leadership theories and practices to both students and practitioners.

**'In *Global Business Leadership 2e*, authors Wibbeke and McArthur stretch us beyond our borders and into a reality where mastery of business, culture, and leadership is no longer a "nice-to-have," it is a "must-have"!**  
*Warren Bennis, Professor, University of Southern California and author of over 30 books on leadership and change. His most recent book is 'Still Surprised: A Memoir of a Life in Leadership'.*

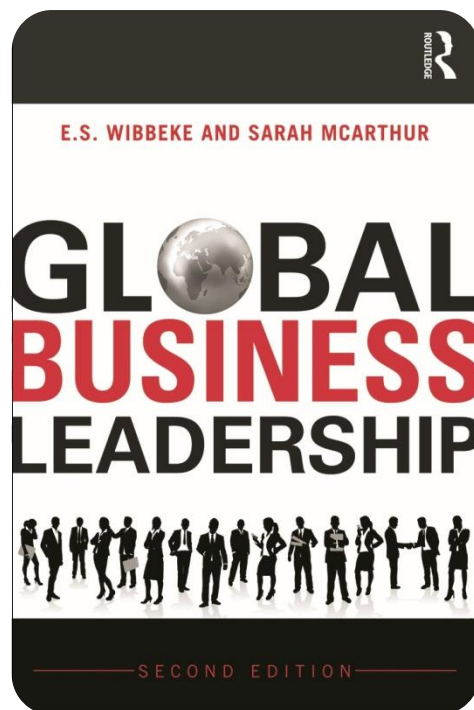
**'The first edition set a new standard in understanding global business leadership. The second edition creates a whole new genre with its benchmark interviews with global thought leaders, and is a must read.'**  
*Robert Moran, Professor of Global Management, Emeritus, Thunderbird School of Global Management, USA*

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**Dr. E.S. Wibbeke** is the most noted intercultural leadership guru in the world. Dr. Wibbeke spent twenty years in business leadership and management roles for Fortune 500 firms, including a decade in the Silicon Valley and is an international consultant and professor of leadership and management. Dr. Wibbeke has taught at many international institutions, including the Thunderbird School of Global Management, University of California at Santa Cruz and the University of Liverpool, UK

**Sarah McArthur** is founder of \*sedit, a writing and editing firm based in San Diego, California. With nearly two decades of experience in the publishing field, Sarah has worked with such influential clients as Marshall Goldsmith and Anthony Robbins, and is co-editor of *Coaching for Leadership: Writings on Leadership from the World's Greatest Coaches* and *The AMA Handbook of Leadership*



For more details, or to request a copy for review, please contact:

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