CONTENTS

List of tables List of figures About the authors Preface Acknowledgements		xii xiii xiv xv xvii			
			1 I	Introduction and overview	1
			2 I	Language and the role of the dominant culture	30
			3 I	Design and implementation	61
				Ex-ante: Methodological issues in cross-cultural business research	82
	Ex-post: Methodological issues in cross-cultural business research	112			
	Strategies for improving the relevance of cross-cultural research in international business	144			
Index		172			