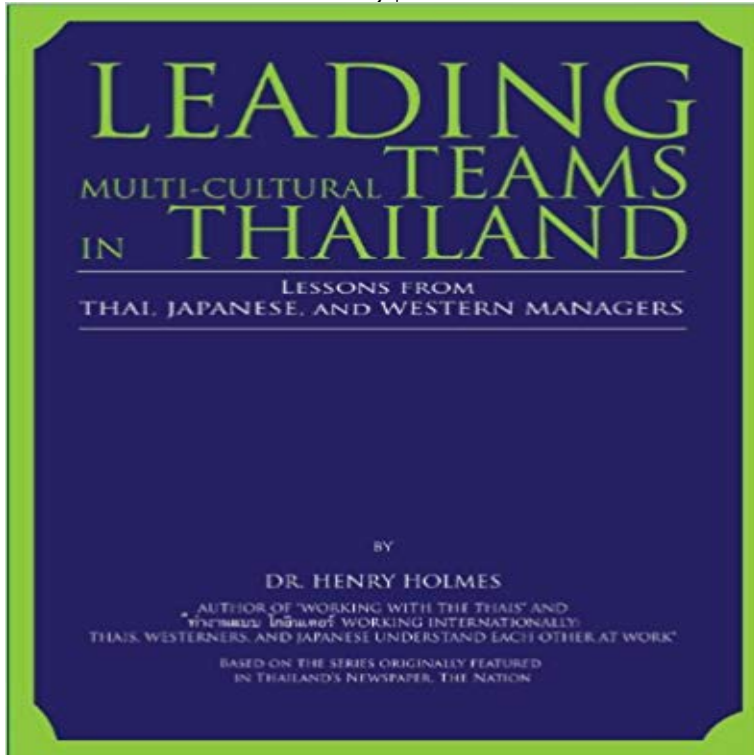


## Leading Multi-Cultural Teams in Thailand: Lessons from Thai, Japanese, and Western Managers



In the late 1990s, Dr. Henry Holmes (BA from Harvard, Doctorate from Massachusetts) created a landmark in cross-cultural management with his *Working with The Thais: A Guide to Managing In Thailand*. Co-authored with a Thai sociologist, this book has served international leaders as a basic reference on how to work successfully in Southeast Asia. It has sold more than 30,000 copies. ..Excellent reading Captures the very essence of the Thai value system A MUST read --Managing Director, Sony Thai Deciphers the essential elements for business success --Country Manager, Citibank Thailand A wonderful book! --Former Thai Ambassador to the United States Now we introduce **LEADING MULTI-CULTURAL TEAMS IN THAILAND: Lessons from Thai, Japanese, and Western Managers**. Far more than just a foreigners guide to working with Thais (though it has plenty of that), it explains three different views and styles of leadership Thai, Western, and Japanese. Drawing on his vast experience with 70 different nationalities, Dr. Holmes lessons are drawn from hundreds of cases. It is a virtually complete guide for all team members (leaders and colleagues) on how to work and become a respected leader, in both Thai and International ways. One of the best books I have ever read --Thai Managing Director, Toyota Institute Good guidelines for Thais on how to become more international --Thai Managing Director, Michelin Siam Terrific the right topics, well-written, excellent case studies..filled with wisdom, and fun --Former President, The Asia Foundation I have carried those lessons learned with me into the new millennium. --Senior Vice President, Morgan Stanley

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