



Business Consulting in a Multicultural America

Thaddeus Spratlen, Leslie Lum, Detra Y. Montoya, Michael Verchot

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Business Consulting in a Multicultural America, a revised and expanded edition of the popular *Multicultural Marketing and Business Consulting*, provides a comprehensive, multidisciplinary, and multicultural approach to business strategy and consulting. It emphasizes a diverse customer focus to strategic thinking and problem solving. Readers are presented with the concepts, tools, and techniques that reflect global best practices for fledgling businesses. The book helps students, business owners, and managers identify and formulate solutions that improve business performance and achieve social responsibility goals in an increasingly multicultural marketplace.

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