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Or Break Your Corporate Strategy By Richard D.  
Lewis, Kai Hammerich**

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How national culture impacts organizational culture—and business success Using extensive case studies of successful global corporations, this book explores

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Titulo: Fish can't see water: how national culture can make or break your corporate strategy. Autor: Kai Hammerich, Richard D. Lewis. ISBN13: 9781118608562.

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How National Culture Can Make or Break Your Corporate Strategy Kai Hammerich, Richard D. Lewis  
That is what we mean by “Fish can't see water”!

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Richard Donald Lewis (born 1930) is an English communication consultant, writer, polyglot and social theorist. He is chiefly known for his "Lewis Model of Cross-Cultural Communication. . "Fish Can't See Water: How National Culture Can Make or Break Your Corporate Strategy" (2013), ISBN 978-1-118-60856-2, published

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