



Contrasting Cultures: I-Centric and We-Centric

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This chapter from Transnational Leadership Development introduces leaders to the contrasts that exist between those raised in cultures that focus primarily on the needs and interests of the individual—I-centric cultures—and those raised in cultures that place primary emphasis on the collective needs of the group (family, work team, organization, society, etc.)—we-centric cultures. It covers behaviors, expectations, how to manage their performance, and how to get them working together.



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