



# Andre Laurent

Expert on Cross Cultural Issues



CSA Celebrity Speakers Ltd

André Laurent is Emeritus Professor of Organisational Behaviour at INSEAD, the European Institute of Business Administration France. His research focuses on the impact of national cultures on management and organisational processes and his teaching centres on cultural diversity in multinational organizations.

**"Our multicultural perspective on global management makes the INSEAD learning experience unique among business schools"**

## In detail

Originally trained as a clinical psychologist, André holds a degree in Sociology and a Doctorate in Psychology from the University of Paris and an ITP degree from Harvard. In 1992 he was awarded the International Professional Practice Area Research Award for his outstanding work in the field of Human Resource Development. He has also written a large number of articles and papers which have been published in leading business journals around the globe.

## What he offers you

André uses his experience in cross-cultural management to offer solutions to the perennial problem of working effectively across borders. He offers useful guidelines which harness cultural diversity and shows decision makers around the world how differences can become a source of synergy and competitive advantage when they are recognised, understood and appreciated.

## How he presents

A highly charismatic and informative speaker, André Laurent's presentations are an essential aid to any large companies wishing to do business around the globe.

## Topics

- Managing Across Cultures
- Cross-Cultural Aspects of Mergers, Acquisitions and Joint-Ventures
- Becoming a Global Player
- Managing Cultural Diversity
- Virtual Teams
- Merging Organisational Cultures

## Languages

André presents in English or French.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

## How to book him?

Simply phone, fax or e-mail us.

## Publications

### 2001

Learning at the Crossroads of Cultures. 30 Tips on How to Learn Across Cultures

### 2000

Working in Europe: How to Develop a Successful International Career (Foreword)

### 1997

Réinventer le Management au Carrefour des Cultures

### 1990

Human Resource Management in International Firms: Change, Globalisation, Innovation