



# **Stereotypes Of Intercultural Management: A Dynamic Appreciation Of Viability Of French-Indian Strategic Alliances**

*Taran Patel*

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Using the Douglasian Cultural Theory Patel offers a new framework for cross-cultural comparisons that overcomes the limitations of two major streams of literature: the essentialist culture framework focusing on national, societal and corporate culture stereotypes, and secondly, the transactional analysis approach which propagates that there are as many cultures as there are cultural contexts, thereby rendering cultural comparisons impossible. By identifying a knowledge gap between these two major streams of literature, the author sheds light on the unity-infinity debate among social scientists.

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