



EINE GLOBALE TRANSKULTURELLE AGENDA: A GLOBAL TRANSCULTURAL ROADMAP IN THREE VOLUMES: THE COMPASS AND THE INSTRUMENTS

Gebhard Deißler

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Dieser innovative Intensivkurs Globales Transkulturelles Management und Kommunikation in Englisch und Deutsch, in drei Bänden, ist insofern neuartig, als er das heterogene interkulturelle Forschungs-Aquis rekapituliert und Managementpraxis orientiert in ein Multimodell integriert. Diese holistische Kontextualisierung wirft ein neues Licht auf das global skalierte kulturgrenzüberschreitende Management in Weltwirtschaft, Weltpolitik und darüber hinaus. Die Multidimensionalität des Managements von Komplexität wird durch eine transkulturelle und transdisziplinär destillierte strategische Steuerdimension vereinfacht und effektiver gestaltet. Sie integriert nicht nur diverse kulturelle Wertepreferenzen anlässlich interkulturellen Interfacings, sondern sie integriert auch den interkulturellen, sowie den emergenten transkulturellen Managementansatz im Lichte einer ganzheitlichen, dreifältigen noetisch-psycho-somatischen Architektur des Menschen. Die Integration der Wertepreferenzen, der Kulturmodelle und der Forschungsansätze, sowie der menschlichen Architektur und damit der Menschheit als solcher auf solider Basis der Erkenntnis stellen ein Leitmotiv dar.

Diese Erörterung in Deutsch und Englisch wird, jenseits jeglichen salomonischen Anspruchs, nicht von einem Geist antagonistischer Rechthaberei, sondern von einem Esprit des komplementären „schauen wir uns einmal zusammen an, in welche Richtung sich der State-of-the-Art der Interkulturalität im Interesse aller globalen Akteure, sowie der Menschheit insgesamt, weiterentwickeln könnte“. Schließlich erfordert das Management multidimensionaler Zukunftsherausforderungen in den geopolitischen, ökologischen, sozioökonomischen, globalen Business Management und diversen anderen Bereichen einen zunehmend inklusiven statt eines exklusiven strategischen, globalen Mindsets. Beispielsweise die formalen regionalen Staatenbünde, wie die EU oder die geplante Transatlantische Partnerschaft als ökonomisch-geopolitischer Eckpfeiler des 21. Jahrhunderts, unter vielen anderen Integrationsstrategien, müssen von einem entsprechenden, erkenntnisbasierten, integrativen Geist erfüllt sein, um nachhaltig fruchtbar zu werden. All dies geht nicht ohne visionären, pionierhaften Mut. Und dessen Fundament soll möglichst wissenschaftlich fundiert gelegt.

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