

Journal of Intercultural Management

Volume 5 Number 3 September 2013

TABLE OF CONTENTS

- 5 Łukasz Sułkowski
Strategic Management as the Ideology of Power
- 13 Grzegorz Ignatowski
**Advertisement in the Perspective of World Religions – from
Negation to Necessary Acceptance**
- 23 Dorota Kuchta, Joseph Sukpen
Culture and Project Management
- 39 Barbara Mazur
**Linking diversity management and corporate social
responsibility**
- 49 Grzegorz Mazurkiewicz, John M. Fischer
**Crossing the frontiers. Peer coaching and self-
managing in the process of the professional development
in multicultural environment**
- 63 Joanna Małgorzata Michalak, Robert J. Ristino
**A Phenomenological Study of Employee Perceptions of
Managerial Behaviors as Personal Enactments of
Organizational Culture**
- 75 Sylwia Przytuła
International mobility of Polish managers

- 91 Nikolay Ploshchyk
The world coffee sector under conditions of the second wave of the economic recession
- 103 Michał Chmielecki
Conceptual negotiation metaphors across cultures - research findings from Poland, China, The United States and Great Britain