**ABSTRACT**

During the last decade we have seen major changes, in our life style, in our working style, in the society both in social and financial terms, in our beliefs, values and way of thinking. All of them create the new working and living conditions, which involve reconciling possible differences and creating synergies across teams, functions and regions. People are now enabled by technology to be creators of their own lives and designers of their own lifestyle. The World Wide Web allows people to move from back end to front end of innovation. It is not about consuming anything. It is about living side by side. Our world is defined by intercultural management and communication, strongly based on Communities of Practice (CoP) and the use of ICT. It is all about customized personalization in an ecosystem. More and more people reallocate more often than before, more people prefer to work in different countries than their home one and all have one thing in common, they have to work with other people with different cultures, different social characteristic and different academic backgrounds. Talented people all over the world relocate in order to provide their skills and knowledge in areas that are needed and wanted. But how this can be managed effectively both for the team and the individual, when a team is constituted by people from different countries? How can a manager lead a diversified team both in terms of location and culture? Those are the most common questions managers of projects face nowadays. Intercultural management involves understanding and respecting national, corporate, religious and ethnic diversity. It aims to build cross-cultural awareness and develop intercultural competences, but is Intercultural Management the answer to all of the above?