

"Whether you are sitting at a desk in Boston or eating at a restaurant in Beijing, communicating across cultures is the great challenge of the global economy..."

Erin Meyer shows you how to get it right in this very important book.

—**DES DEARLOVE** and **STUART CRAMER**, *Founders of The ThirdShift*

THE CULTURE MAP



DECODING HOW PEOPLE THINK,
LEAD, AND GET THINGS DONE
ACROSS CULTURES

ERIN MEYER

Introduction

?An global commerce créateur allows you understand and navigate cultural differences in this insightful and realistic ficelle, best for both your paintings and private life.

Americans precede whatever negative with 3 nice comments; French, Dutch, Israelis, and Germans get directly to the point; Latin Americans and Asians are steeped in hierarchy; Scandinavians suppose the satisfactory patron is just one of the crowd. Its no enivrement that when they try and talk to every different, exception breaks out.

In *The Culture Map*, INSEAD professor Erin Meyer is your guide through this subtle, sometimes treacherous terrain wherein humans from starkly special backgrounds are predicted to paintings harmoniously together. She affords a discipline-examined version for interpreting how rural differences heurt global trafic, and combines a chic analytical framework with realistic, actionable advice.

Tu est en train de lire un essai gratuit.

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LE LIVRE

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