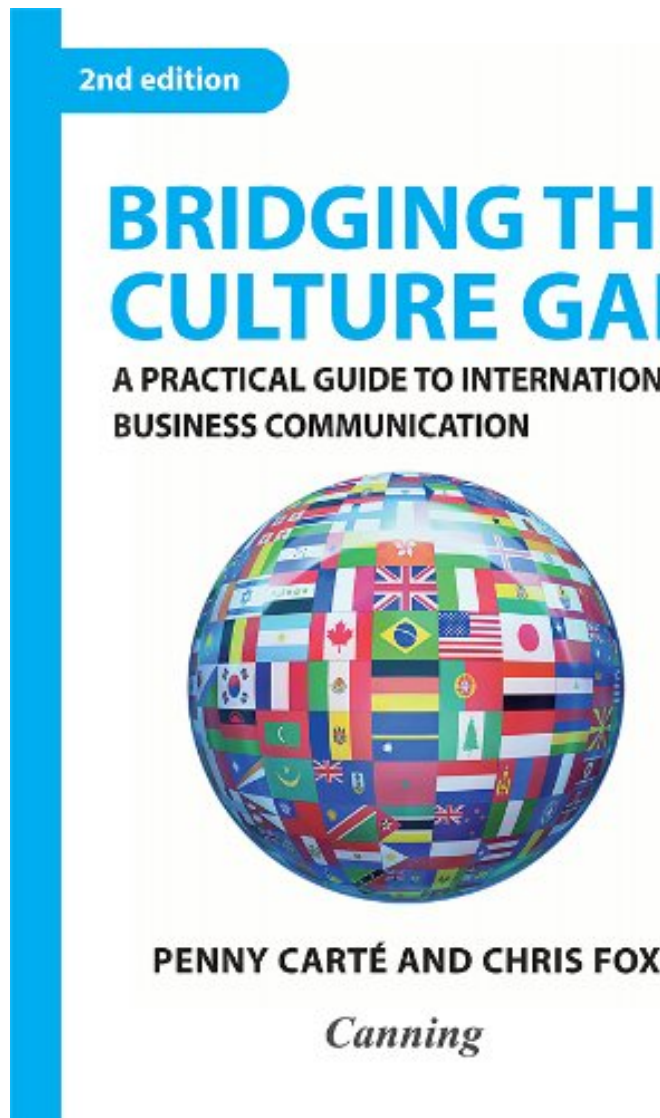


# Bridging the Culture Gap: A Practical Guide to International Business Communication

*Penny Carteaacute;, Chris Fox*  
*ePub | \*DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#2704155 in eBooks 2008-07-03 2008-07-03File Name: B00AXDJFIW | File size: 56.Mb

**Penny Carteaacute;, Chris Fox : Bridging the Culture Gap: A Practical Guide to International Business Communication** before purchasing it in order to gage whether or not it would be worth my time, and all praised Bridging the Culture Gap: A Practical Guide to International Business Communication:

0 of 0 people found the following review helpful. Since we are now all Global - great bookBy Karen AdamsGreat book to learn about all the cultures that we now are dealing with since the world is now Global!4 of 4 people found the following review helpful. The best book on culture I've read to date...By Jennifer CareyI found this book to be so

useful that I passed it on to a business associate and am now replacing it with 2 copies - one for myself and one for use by my consulting team. I am an American woman and have been working in Europe, the Middle East and Africa since 1999. I manage a team of consultants and nearly all of our clients are located abroad. In many of the places we work, there simply aren't books written about how to do business there. Even if there were, some have wildly different cultures from one region to the next (Sudan is a great example, Italy as well, though to a lesser degree) and many of our clients have a multicultural employee base themselves with their own gaps to bridge. To add to the complexity, my team is Lebanese and nearly all books written to 'explain' culture are speaking directly to Westerners, in particular Americans. Nobody out there seems to be trying to explain the Egyptians to the Lebanese or the Sudanese to the South Africans. As an American, the primary target of these books, I've read many over the years and have been pretty disappointed by most. Few seem to go beyond cultural ideosyncracies and etiquette to the values and beliefs that drive those behaviors. I find that after spending a short amount of time in a place I've already figured out most of what these books contain. From my experience, just learning the 'rules' can sometimes do more harm than good unless you understand the underlying cultural values that are behind those 'rules'. Not until you understand the motivation behind them, will you be able to apply them appropriately. Unfortunately, few culture books get to that level of depth. This is why I love this book. *Bridging the Cultural Gap* reviews in detail key areas where cultures tend to have differing interpretations about what is 'right' or 'appropriate' based on their underlying values and beliefs. The book also provides excellent anecdotal stories that help to cement the concepts. I found that once I understood the cultural variations discussed in the book, I was able to apply those concepts to my immediate environment and fairly quickly gain insight into the different cultures I work with. If you are really interested in understanding other cultures or need to do any kind of real business in another country (beyond conferences and trainings) I recommend reading this book first as a foundation then supplementing it with any country specific books you might find. Your ability to apply the rules laid out in the latter will be much improved by your understanding of the former. 0 of 0 people found the following review helpful. The cultural divide begins in our minds - that's where this worthwhile book builds from... By Rebecca Clement Remember freshman Global Studies in high school and the unit on colonialism? That was where many of us first learned the idea of ethnocentrism, which (in an overly-simplified definition) is the belief that our own respective culture and worldview is best. Through the lens of history we clearly see that was not the proper approach as rebellion, war and sectarian violence ensued in the colonial wake. However, there are some businesses that use similar ethnocentric principles as they expand operations into global markets. Author Penny Carte cautions in her book titled - "*Bridging the Culture Gap*" - that organizations that use a one-size-fits-all approach are likely to fit no one within the global marketplace. Carte further notes that the risk of cultural conflict and misunderstanding increases exponentially with each country you enter. Sound view likes this book because the author relies on cultural preference scales, diverse cultural case studies and common sense to help businesses think beyond their own cultural norms. This mental exercise helps shift long held perceptions and habits, which better prepare any individual interested in international business. If knowledge is power, then this is a truly powerful book when it comes to cultural awareness.

As globalization continues to gather momentum, the contact between business people from other countries is becoming more and more frequent. The more national boundaries a company crosses, the greater the scope for misunderstanding and conflict. To succeed internationally, it is essential to be able to break the barriers of culture, language and set patterns of thinking. The second edition of *Bridging the Culture Gap*, written by two of Canning's most experienced trainers, is a distillation of many years' work and is based on the real-life business situations of their international clients. You'll find out how to interpret the party line, communicate with style, get your message across, be sensitive to other cultures, and ultimately, win the deal. This fully updated new edition also includes a new chapter on making yourself understood in English. Packed with fascinating cases, cultural awareness scales, communication style tests and practical tips, this lively guide will help anyone - of any nationality - to become a better communicator. Whether you're planning to give a presentation to a cross-cultural group or about to negotiate with an overseas client, *Bridging the Culture Gap* will ensure that your cultural awareness antennae are well tuned.

"[I]nformal, easy-to-read... engaging... a worthwhile read for any procurement and supply chain professional needing to communicate and negotiate internationally." -- Supplymanagement.com