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David LIVERMORE

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The Cultural Intelligence DIFFERENCE



Master the One Skill You Can't Do Without
in Today's Global Economy

David Livermore, Ph.D.
Author of LEADING WITH CULTURAL INTELLIGENCE



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IQ, EQ, and now...CQ! A proven way to measure cultural intelligence, with strategies for pushing the score higher. The CQ Self-Assessment is not available in this electronic edition of *The Cultural Intelligence Difference*. You can purchase the assessment at www.CulturalQ.com. Most people know that some basic cultural sensitivity is important. But few have developed the deep cultural intelligence (CQ) required to really thrive in our multicultural workplaces and globalized world. Now everybody can tap into the power of CQ to enhance their skills and capabilities, from managing multi cultural teams and serving a diverse customer base to negotiating with international suppliers and opening offshore markets. *The Cultural Intelligence Difference* gives readers: A scientifically validated instrument for measuring their personal CQ score; Customized strategies for improving interactions with people from diverse cultures; New findings on the bottom-line benefits of cultural intelligence; Examples of major organizations that use CQ to achieve success A high CQ points to more than just cultural sensitivity. It is linked to improved decision making, negotiation, networking, and leadership skills—and provides a crucial advantage in a crowded job market. *The Cultural Intelligence Difference* delivers a powerful tool for navigating today's work world with finesse—and success.

Anyone can enhance their cultural intelligence through education, training, and experience, and I can find no better way than to read this book. —MSU Global Edge
Livermore's contribution is most important and significant; this book and Dr. Livermore's *Leading with Cultural Intelligence*, are most relevant for many and deserve a wide audience. —NY Journal of Books "...valuable and essential book to anyone seeking a deeper understanding of the growing importance of cultural intelligence in today's globalized world."
Blog Business World "excellent guide to cultural intelligence — illuminating some of the research and concepts and offering specific ideas about how to improve your CQ."
The Globe and Mail David Livermore spells out a persuasive argument as to why your CQ (Cultural Intelligence) is essential to succeeding in today's global and interdependent business world. —Sacramento Book From the Inside Flap IQ, EQ, and now...CQ! CQ is cultural intelligence, a compelling new measure that strongly correlates with your ability to thrive in the workplace today. CQ extends beyond simply registering cultural differences; it's proven to positively impact your ability to communicate, network, and lead in our culturally diverse workplaces and globalized world. From managing multicultural teams and serving a diverse customer base to negotiating with international suppliers and opening offshore markets, enhanced cultural intelligence can spell the difference between success and failure. Fortunately, anyone's CQ can be quickly improved! *The Cultural Intelligence Difference* is a one-stop guide to both assessing your current CQ and boosting your scores. Written by America's #1 expert on the topic, the book gives you: Customized strategies for improving your cross-cultural interactions, with an emphasis on problem solving and adapting behavior; New findings on the impressive bottom-line benefits of CQ; Examples of major organizations that use CQ to achieve success As Livermore uncovers, low CQ is the primary reason that organizations lose money when expanding into culturally diverse markets. It's the reason so many teams fall apart, negotiations falter, marketing efforts fail, or projects derail. Business leaders are now waking up to the fact that successfully navigating cross-cultural experiences is an imperative for everyone in the organization, at every level and industry. Packed with current research and insightful examples, *The Cultural Intelligence Difference* gives you the knowledge and skills you need to work effectively with anyone, anywhere. David Livermore, Ph.D., is president and partner at the Cultural Intelligence Center and a visiting research fellow at Nanyang Technological University in Singapore. He has done consulting and training with leaders in 100 countries and is the author of *Leading with Cultural Intelligence*. Please visit him at www.davidlivermore.com. From the Back Cover A proven way to measure cultural intelligence (CQ), with strategies for pushing your score and effectiveness higher! Global interconnectivity and the growing diversity of the workplace has led to a multibillion-dollar industry of diversity training and international management courses. Yet 90 percent of executives from 68 countries identify cross-cultural effectiveness as their top management challenge. The ability to understand different perspectives and adjust behaviors accordingly can be the deciding factor in whether teams work cohesively, deals are closed, and projects thrive—and it can make or break a career. A new approach is needed. Now, David Livermore, an expert on cultural intelligence (CQ) who has authored multiple books and is a frequent adviser to government agencies and Fortune 500s, shows you how to tap into the power of CQ with a proven way to assess and improve the way you manage, negotiate, network, and more in any kind of environment. The book delivers the nuanced and insightful information you need to build the deep cultural intelligence required to really thrive in our multicultural workplaces and globalized world. Gain the proven benefits of the CQ difference—and give yourself a crucial advantage in today's crowded job market and hypercompetitive workplace. Advance praise for *The Cultural Intelligence Difference*: "This isn't a typical business book. It's about succeeding through respect, by allowing people to have their dignity, by understanding

who they are. I guess that makes it far more important than yoursquod expect.rdq; mdash; Seth Godin, author, Linchpin ldquo;The Cultural Intelligence Difference is a perfect follow-up to the groundbreaking Leading with Cultural Intelligence. This book drills down deeper to help you improve your CQ so you and your organization can really make a difference in the world. Another gem from David Livermore!rdquo; mdash; Ken Blanchard, coauthor, The One Minute Managerreg; and Lead with LUV ldquo;David Livermore has written another significant addition to the cultural intelligence resources. The Cultural Intelligence Difference is a very practical guide with ideas that are immediately useful.rdq; mdash; Soon Ang, Ph.D., pioneering researcher in cultural intelligence, Nanyang Technological University, Singapore