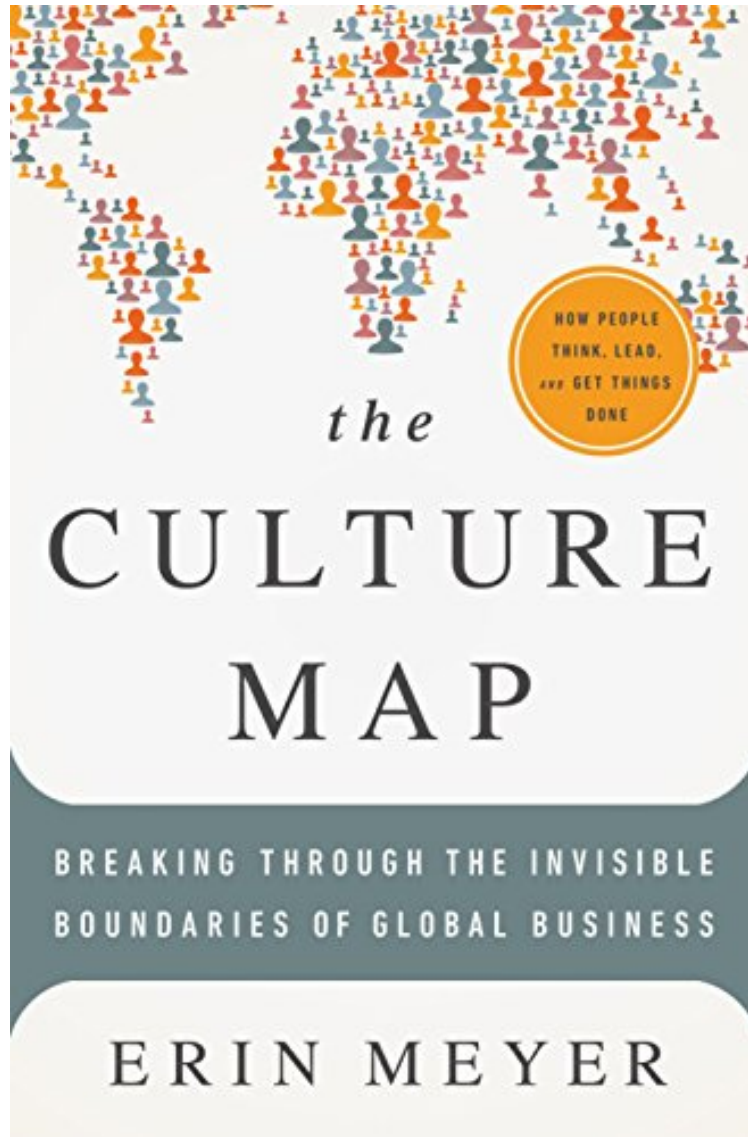


# The Culture Map: Breaking Through the Invisible Boundaries of Global Business

*Erin Meyer*

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**Erin Meyer : The Culture Map: Breaking Through the Invisible Boundaries of Global Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Culture Map: Breaking Through the Invisible Boundaries of Global Business:

0 of 0 people found the following review helpful. Good overall review of cultural differencesBy Russell D. HollowayI found this book to be just what I was looking for. It covers all the main cultures I interact with including my own in several different aspects of life and business. Plenty of examples and stories to illustrate the points were provided for

each section, and it opened my eyes to things I never explicitly learned or knew before yet felt familiar based on my experience in both my culture and others. Strongly recommend reading this book as one of your first (and then dive into single culture or more targeted books afterwards, if needed depending on your specific situation. This book alone is plenty for me for the time being and is actually more useful than the targeted books I started with). 0 of 0 people found the following review helpful. The Culture Map: Read it when you have cross-cultural context to provide incentive for crossing paradigms. By Natenote I represent several networks of international Christian ministry teams. The business focus of this book might initially make you think there wouldn't be much value, but cross-cultural collaborative teams have very similar patterns of engagement: hierarchies, decision-making, raising criticism, etc... I am recommending this read to all those with whom I work, so we can all glean the benefits of understanding each other's paradigms better. I especially recommend this book for those who have a critical need that will help them apply what they learn by a specific context. Those who have never really had cross-cultural experiences will still find it interesting, but won't be able to truly relate through un-applied theory. I'm a little disappointed that the online links for looking up comparative culture maps have been monetized. This limits the reach of humanitarian impact that could have otherwise been realized, but you can't blame people for wanting to put food on the table for their french kids. 1 of 1 people found the following review helpful. Job well done Erin Meyer! By Alexandra C. This book has become a Bible for a multi-cultural communication for me. As an immigrant from Russia to US I've experienced in personal and business settings on many occasions raised eyebrows, cluelessness and plain tears while communicating. These and other similar situations most always left me confused, often irritated or feeling helpless. I absolutely love the case studies, tables and charts simply explaining the differences in the way "good" or "bad" communication skills and etiquette is perceived Globally. The book has truly become a lifesaver for me, as I maintain a steady business relationships in more than eleven countries. My multicultural team at our healthcare technology upstart is also very grateful I've come across this book. Job well done Erin Meyer!

Whether you work in a home office or abroad, business success in our ever more globalized and virtual world requires the skills to navigate through cultural differences and decode cultures foreign to your own. Renowned expert Erin Meyer is your guide through this subtle, sometimes treacherous terrain where people from starkly different backgrounds are expected to work harmoniously together. When you have Americans who precede anything negative with three nice comments; French, Dutch, Israelis, and Germans who get straight to the point (your presentation was simply awful); Latin Americans and Asians who are steeped in hierarchy; Scandinavians who think the best boss is just one of the crowd the result can be, well, sometimes interesting, even funny, but often disastrous. Even with English as a global language, it's easy to fall into cultural traps that endanger careers and sink deals when, say, a Brazilian manager tries to fathom how his Chinese suppliers really get things done, or an American team leader tries to get a handle on the intra-team dynamics between his Russian and Indian team members. In *The Culture Map*, Erin Meyer provides a field-tested model for decoding how cultural differences impact international business. She combines a smart analytical framework with practical, actionable advice for succeeding in a global world.

The book abounds with well-chosen anecdotes to illustrate the misunderstandings that can arise from clashing cultural assumptions, making this enlightening book a pleasure to read. Foreign Affairs Whether you're a corporate or traditional diplomat, global traveler, government official, or passionate world citizen, this is the one book you should not miss. Chock-full of real-world examples and a simple framework that can be utilized in any cross-cultural context, Meyer's work is characterized by a fresh and relevant voice, distilling down the essentials of communicating, persuading and working effectively around the globe. It is rare that I pick up a cross-cultural book and can't put it down. Cari Guittard, Huffington Post This readable book explains how to dramatically increase organisational success by improving our ability to understand the behaviour of colleagues, clients, and suppliers from different countries. Professional Manager (UK) A helpful guide to working effectively with people from other cultures Meyer delivers important reading for those engaged in international business. Kirkus s