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When Culture Matters: The 55-Minute Guide To Better Cross-Cultural Communication

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When Culture Matters: The 55-Minute Guide To Better Cross-Cultural Communication Indy Neogy About When Culture Matters: The HSBC ads make it sound so easy - just don't show the soles of your feet in Thailand, and you're half way there. If only communicating effectively across cultures were that simple. As the irresistible force of globalisation meets the immovable object of local cultures, a whole host of pitfalls is lying in wait to trip up the unsuspecting business. Thankfully, Indy Neogy is on hand to guide you through this potential minefield, providing a wealth of practical advice on everything from global brand architecture and international marketing to internal communication with groups and individuals. All this in a book you can read from cover to cover in under an hour - which has got to be good, regardless of your culture's orientation towards time! About the 55-Minute Guide Series: Far too many business books start with the false premise that offering meaningful insight requires exhaustive detail. They demand a huge investment from readers to wade through all the information provided and draw out what is relevant to them. In a rapidly changing, time-starved world, it's an approach that's getting wronger and wronger. What CEOs and other busy business people desperately need is high-level strategic insight delivered in quick, simple, easy-to-digest packages. Co-created by Dan Gray and Kevin Keohane, that's exactly what the 55-minute guides are designed to do. Instead of some 300-page pseudo-academic tome, they offer fresh perspectives and must-knows on important topics that can be read from cover to cover in the course of a single morning's commute or a short plane ride. In short, they are the antidote to most business books. a quick read, not a long slog. Focused on big ideas, not technical detail. Promoting joined-up thinking, not functional bias. Written to empower the reader, not to make the author look clever. They're guided by the simple principle that insight gained per minute spent reading should be as high as possible. No fluff. No filler. No jargon. Just the things you really need to know, written in plain English with clear and simple illustrations.

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