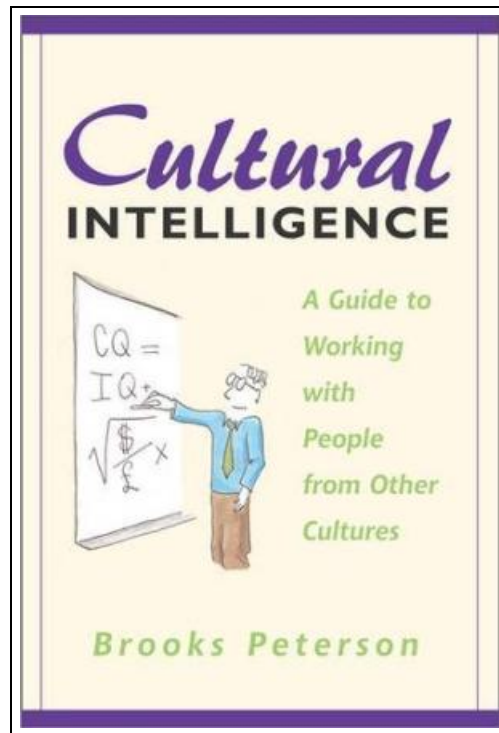


Cultural Intelligence: A Guide to Working with People from Other Cultures



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CULTURAL INTELLIGENCE: A GUIDE TO WORKING WITH PEOPLE FROM OTHER CULTURES



Nicholas Brealey Publishing. Paperback. Book Condition: New. Paperback. 250 pages. Increase your cultural intelligence and sharpen your business acumen at the same time! Whether traveling abroad or working at home, businesspeople routinely face the challenge of understanding cultures different from their own. When misunderstandings arise, relationships can suffer. The good news is that cultivating cultural intelligence is a skill that can be learned, and Brooks Peterson can tell you how! Packed with dozens of engaging case studies and illustrations, Cultural Intelligence: A Guide to Working with People from Other Cultures is the perfect antidote for cross-cultural differences. Dr. Peterson defines what cultural intelligence is and explores the skills and characteristics required to work effectively with international clients, customers and business partners. Using a set of twenty business-oriented dimensions, Cultural Intelligence helps readers to define their own cultural style in six vital areas: management, strategy, planning, personnel communication and reasoning. With a higher cultural IQ, you can strengthen workplace communication, build solid business relationships and improve your organizations bottom line. A very easy-to-read guide for companies or individuals looking to improve their business cultural awareness. I have recommended it to everyone I work with, especially my boss! -Adriana Alfaro Zierten, Senior Program Manager Microsoft Corp. A personal opinion only; it does not represent the opinion of Microsoft Corporation A unique, highly practical, easy-to-read, day-to-day manual to help understand and handle cultural differences. It is useful for everyday business interactions with people from all over the world. A must have book for the businesspersons library, Cultural Intelligence can help you break through and succeed in todays competitive global arena. -Augusto Franco, Brand Manager, Andean Region Unilever Bestfoods Cultural Intelligence is a must read for all HR professionals (and the clients we support!). The author offers a refreshing departure from traditional discussions of diversity and presents...



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