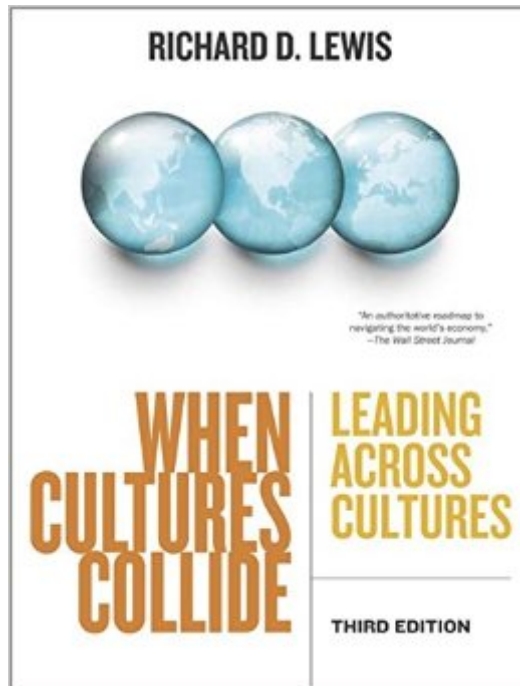


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# When Cultures Collide, 3rd Edition: Leading Across Cultures



## Synopsis

Cross-cultural expert Richard Lewis broadens the scope of his seminal work on global business and intercultural communication. Within each country-specific chapter, Lewis provides invaluable insight into the beliefs, values, behaviors, mannerisms, and prejudices of each culture.

## Book Information

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## Customer Reviews

Richard Lewis is a speaker of 12 languages and herein lie some clues to his understanding of intercultural communication. His book avoids the complex academic distinctions seen elsewhere and concentrates on practical understanding of each nation's "collective programming". It has helped me to understand how to deal and work with people of other nations with much increased effectiveness. Lewis explains why there are differences, and how we should approach them, using many simple diagrams and patterns. A must for anyone interacting internationally, or indeed with different ethnic groups within their own country.

This is an excellent book. From its marketing, I thought that "When Cultures Collide: Managing Successfully Across Cultures" pertained specifically to dealing with people of different nationalities in the business place. And indeed, it is a most useful book for that purpose. However, I was struck by how much one could apply Lewis' analyses to other situations, for example, dealing with people of other nationalities on a social level. Indeed, I have many acquaintances, and some close friends, from diverse backgrounds, and this book sometimes occupies us for entire evenings, discussing our

experiences with one another. The chapter on Hungarians I found particularly accurate, and entertaining. I believe that Lewis would have enjoyed hearing some of these discussions (and arguments). My point is: don't dismiss this book thinking it is a businessman's tool. It's a good read for anybody who encounters people of other nationalities and cultures, irrespective of the context.

At times this book veers on being discriminatory, shallow, stereotypical and arbitrary. For instance, what has Mr Lewis got against the Finns to focus on them mercilessly? Is it really useful to paint these simple caricatures of whole nations, with all their diversity and increasing multi-ethnicity? Well, in a word, Yes. Yes, if you are suddenly faced with having to do business with people from other nations. I cannot praise highly enough how this book, in both its current and previous editions, enabled me to come to terms with the challenges of working across cultural divides. It has come to my rescue on no end of occasions, helping me adapt my expectations and be open to differences. The style is light without being shallow, and it can be dipped into as easily as it can be read cover to cover. And it was particularly useful when I suddenly found myself responsible for a department in Finland!

Richard D. Lewis, an expert on cross-cultural and language training who has tutored clients from Swedish corporate executives to the Japanese Imperial Family, discusses the need to consider cross-cultural differences in managing any company in today's global world. He suggests a broad model you can use to characterize different national characteristics as linear-active, multi-active, and reactive. These traits shape attitudes toward time, leadership, team building, and affect a range of organizational behaviors. Lewis includes brief national profiles you can refer to when doing business away from home. This in-depth book covers common patterns in different cultures, and offers many examples of how different groups act under different situations. We at getAbstract recommend this book to top executives, managers and anyone who works in a multicultural business environment, as well as to general readers with a yen for informed people watching.

I live in West Africa and this book is superb. Lewis explains things in a clear and cogent way. His treatment of different concepts of time is particularly useful. He talks about some cultures as being multitasking and that is certainly what West Africans are. His description has helped me with the frustrations I experience as a linear-time American dealing with multitasking Africans. Nice work, Mr. Lewis! Thank you!

I saw this book reviewed in a professional journal, and I felt the tabular matter would be of great use in my international business. The text is excellent, the insights rich. However, purchasing the Kindle edition for my Android tablet turned out to be problematic: the tables are only viewable in extreme reduction and cannot be enlarged. The ancient and bulky iPad I own seems to enlarge the tables OK, though they are a bit blurry and lower res. I'll certainly find the content rich, but the publisher should either revise the Kindle Android edition to allow viewing of the very useful tables, or provide an appendix of readable tables for those of us who don't live in Apple world.

I read the first edition during college and fell in love with this book. Should be required reading for all students and everyday people even. It is very informative and everything is so true. I have been in over 40 countries, and this is so right on. Yes, stereotypes exist, but they are all based on truths! The book explains it all. This new edition covers many new countries in a great easy read. Highly recommended to understand other cultures. We would all get along if we read this book.

Very interesting approach for those of us who work in multiple countries. Provides a more detailed view than "Kiss, Bow, or Shake Hands" on the differences in each country. Should be used as a parallel approach to Gerte Hofstede's cultural dimensions to understanding worldwide cultural differences. This edition is 2006 and is becoming a little outdated. Cultures are changing around the world and some of the statements in the book are not as accurate as they were 10 years ago.

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