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Crossing Cultures

featuring Intercultural Press

διασταύρωση των πολιτισμών

incrocio delle culture

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與文化相交

Kulturen ueberschreiten

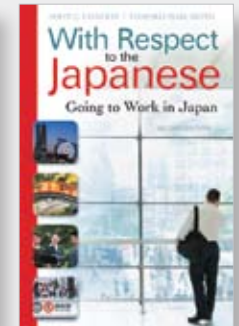
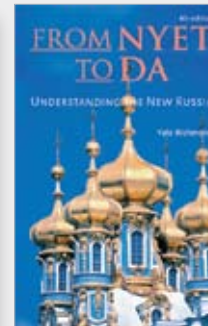
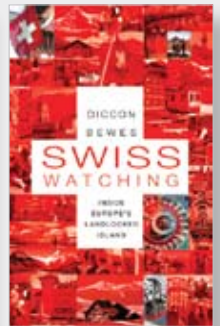
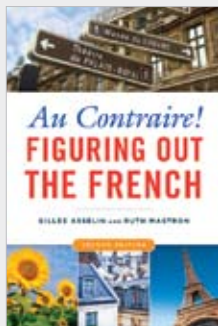
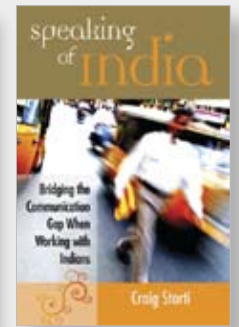
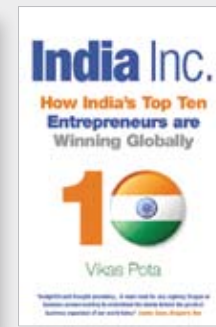
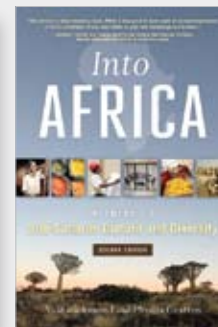
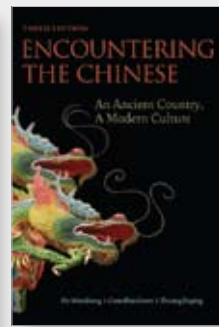
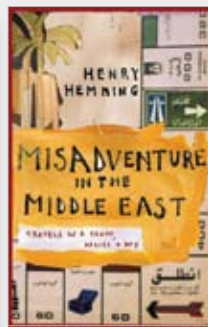
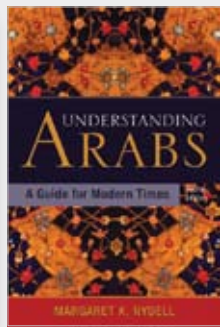
пересечение культур

franchisement des cultures

التقاء الثقافات

2010 Catalog

Nicholas Brealey Publishing, featuring Intercultural Press, helps you more effectively live and work in our world.



As the cultural landscape of our world continues to change and the boundaries that separate us become increasingly narrow, the need for effective communication across cultures is more important than ever. As the premier publisher of books about the principles and practice of cross-cultural communication, Nicholas Brealey Publishing, and in particular its imprint Intercultural Press, offers resources for living, working, studying and thriving around the globe. Our country guides and travel memoirs educate and entertain; our practical and comprehensive communication guides and international business books help develop cultural competencies. We also have a selection of training DVDs, simulations and activity books that provide resources for trainers and businesspeople and promote cultural awareness and sensitivity. We are proud to provide our readers, whether at home or abroad, with the best in cross-cultural understanding and appreciation.

Contents

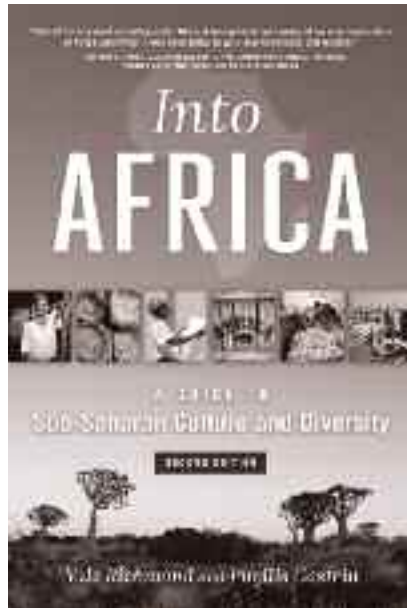
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Into Africa

A Guide to Sub-Saharan
Culture and Diversity

SECOND EDITION

Yale Richmond
Phyllis Gestrin



ISBN: 978-1-931930-91-8

6 x 9 paperback • 280pp • 2009

\$24.95 • £14.99

“Into Africa is a most revealing book. While it was great to have many of my own impressions of Africa confirmed, it was even better to gain new knowledge and wisdom.”

—**Herman J. Cohen**, U.S. Ambassador to the Gambia and Senegal (retired), former Assistant Secretary of State for Africa

For more than a decade, *Into Africa* has provided valuable advice to those who are interested in traveling to, living in or working in sub-Saharan Africa—business people, human rights and development workers, diplomats, academics and trainers—and anyone else who seeks a better understanding of the cultural characteristics of this dynamic part of the world. This new and expanded edition of *Into Africa* brings a fresh view on sub-Saharan Africa, showing how its nations have adapted to Western ways while retaining their cultural traditions and diversity. With depth and sensitivity, *Into Africa* examines the effects of community, ethnicity and language on doing business and establishing professional and personal relationships in African countries. The book explores regional differences, offers detailed guidelines for conducting train-

ing programs in Africa and examines issues that reflect the complex relationships involved, including increased trade with the U.S. and Europe, the role of politics and business, changes in mass communication and the continuing threat of HIV/AIDS.

Yale Richmond, a specialist in intercultural communication, served 30 years in the U.S. Foreign Service with postings around the world. He is also the author of *From Nyet to Da* and *From Da to Yes*.

Phyllis Gestrin has nearly 20 years of professional experience in African affairs, including assignments with UNICEF, the African Bureau of the U.S. Agency for International Development and the U.S. Peace Corps.

You might also enjoy:



From Nyet to Da, *Understanding the New Russia*, 4th Ed., YALE RICHMOND
978-1-931930-59-8, 6 x 9, 192pp, paperback,
\$24.95/£14.99

Enlightens readers about virtually every aspect of Russian life, covering social and interpersonal skills as well as the underlying cultural assumptions and values of the Russian people.



From Da to Yes, *Understanding the East Europeans*
YALE RICHMOND
978-1-877864-30-8, 5½ x 8½, 366pp, paperback,
\$29.95/£16.99

This book provides insight into the history and culture of Eastern Europeans and offers sound advice on how visitors can be cross-culturally effective when interacting with these peoples.

“A must-read for anyone who wants to know the real story about life in Iran.”

—**Sarah Arnott**, correspondent, The Independent

“An excellent, useful introduction to Iranian culture and customs for people who have never been to Iran.”

—**Michael Axworthy**, author of *A History of Iran: Empire of the Mind*

In the wake of the current media focus on Iran's nuclear technology development and its place in Middle East politics, the West continues its quest to understand this paradoxical nation—its politics, yes, but also its people, their culture, and even their everyday customs and rituals. *Among the Iranians* presents an inside look at the hidden “rules” that exist among Iranians, from polite behavior and the underlying cultural notion of face to gender roles to the image that every Iranian wants to project to the world. Western readers may be familiar with a stereotyped view of Iran's unchanging “high culture” in its great mosques and squares and to some extent its classical literature in the poems of Hafez and Khayyam. However, this book aims to convey the reality of everyday life in Iran: how to queue for bread, how to get a job done in a government office,

dress codes and degrees of piety, marriage as a connection between families, the elaborate system of Persian politeness.

Written with a mix of personal observation and intercultural theory, the goal of *Among the Iranians* is to open people's eyes about the fascinating everyday reality of Iran. The book seeks to explain everything you ever wanted to discover about Iran's culture and customs, but didn't even know to ask.

Greek-born **Sofia A. Koutlaki** is married to an Iranian and recently spent three years living and lecturing in Iran before moving back to the UK. She has since returned to Tehran with her family, maintaining dual residences in Iran and the UK.

You might also enjoy:



Understanding Arabs, A Guide for Modern Times, 4th Ed., MAGARET K. NYDELL
978-1-931930-25-3, 6 x 9, 288pp, paperback, \$21.95/£12.99

Comprehensive and objective, *Understanding Arabs* covers such topics as beliefs and values, religion and society, the role of the family, relations between men and women and communication styles.

“Middle East specialists have long relied on their worn copies of *Understanding Arabs* for insights about Arab social behavior.”

—**Ambassador David L. Mack**
VP, Middle East Institute, Washington D.C.

Among the Iranians

A Guide to Iran's
Culture and Customs

Sofia Koutlaki



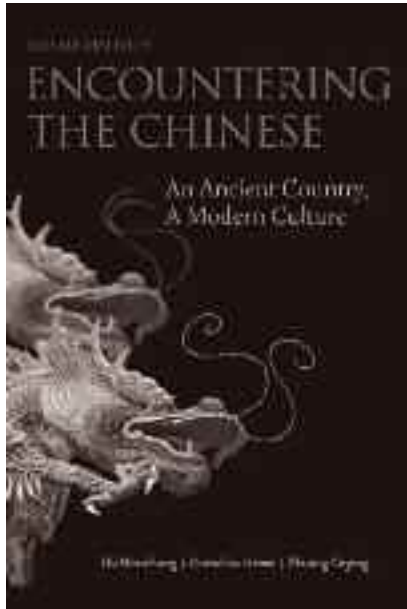
ISBN: 978-1-931930-90-1
6 x 9 paperback • 256pp • 2010
\$24.95 • £14.99

Encountering the Chinese

A Modern Country,
an Ancient Culture

THIRD EDITION

Hu Wenzhong,
Cornelius N. Grove
Zhuang Enping



ISBN: 978-1-931930-99-4
6 x 9 paperback • 224pp • 2010
\$24.95 • £14.99

“A classic must-read for everyone coming to work or live in China. Other books have explained the HOW of cultural differences between China and the West, but no-one else has helped us understand WHY so vividly.”

—*Shelley Warner and Tony Voutas, cross-cultural trainers and founders of Asia Pacific Access Ltd, China*

China is in the midst of unprecedented economic and cultural growth. In the last decade alone, China joined the World Trade Organization, hosted the 2008 Olympics and experienced a remarkable, record-high increase in its foreign currency reserves. As these changes unfold, frequency of contact between the Chinese and Westerners is dramatically increasing in the office, the classroom and the home.

With thought-provoking glimpses into history and tradition, *Encountering the Chinese* provides fundamental information on Chinese cultural norms and values, giving clear context for contemporary social standards. Readers will learn the etiquette necessary to build successful personal and professional relationships with the Chinese both inside and outside the PRC.

This revised edition of *Encountering the Chinese* also explains how Chinese values are changing rapidly—and why it is more important than ever to keep

up. For instance, compliments, once declined out of modesty, are now widely accepted in coastal cities; and some terms of address that were proper to use only a decade ago have grown offensive. *Encountering the Chinese* provides invaluable insight into the diverse and changing Chinese culture.

Hu Wenzhong, PhD, of the Beijing Foreign Studies University, is president of the China Association for Intercultural Communication and Fellow of the International Academy for Intercultural Research.

Cornelius N. Grove, PhD is founder of Grovewell LLC, providing leadership development, executive coaching, team performance and strategic consulting services to individuals and businesses in the international marketplace.

Zhuang Enping, PhD is a cross-cultural trainer and a professor at Shanghai University, teaching courses in intercultural communication.

You might also enjoy:



Vietnam Today, A Guide to a Nation at a Crossroads, MARK ASHWILL
978-1-931930-09-3, 6 x 9, 222pp, paperback,
\$27.95/£14.99

Paints a broad picture of Vietnam, giving readers a look at the Vietnam of the twenty-first century—a nation undergoing rapid change and opening up to the world.

“*Vietnam Today* is an invaluable resource for businesspeople, social scientists, academics and tourists all at once. Not only does Ashwill challenge common perceptions of Vietnam, its citizens and its culture, but he also challenges the reader’s own ways of looking at the world.”

—**Christopher Brownlee**
President and co-founder, Vietnamese Adoptee Network

“A no-holds-barred, blow-by-blow account of the majesty and depravity of boom town Dubai. The best narrative so far of the tiny emirate’s explosion onto the global scene.”

—*Dr. Christopher M. Davidson*, author of *Dubai: The Vulnerability of Success*

Sun, sea, shopping, roaring nightlife, the world’s tallest building, seven-star resort hotels and sprawling championship golf courses—all these come to mind when thinking about Dubai, the newest and most luxurious hotspot for business and leisure. But what lurks behind this glitzy, glamorous town? Raymond Barrett investigates, and finds some fascinating results.

Incredibly topical, *Dubai Dreams* is a must-read for anyone seeking a journey to the “Las Vegas of the East” themselves, or those interested in seeing the truth behind all the bling.

Beneath the surface of this “billionaire’s paradise,” Barrett discovers the myriad of other people who live in, work in, and visit Dubai, each revealing a new facet of the Arabian city-state. Dubai boasts not only the world’s largest man-

made island, but also an extraordinarily varied population, consisting of expatriates from all over the world—India, China, England, the Philippines. Barrett explores the city, leading the reader to discover what lies below the gleaming skyline—not just malls and sport courts, but mosques and temples, courthouses and speakeasies—making it the first book to look behind the scenes at Dubai as a whole, in terms of life, business and culture.

Raymond Barrett has lived in the Middle East for nearly a decade and writes regularly on the region for Ireland’s *Sunday Business Post*. He has also written for newspapers across the Middle East and the United States.

Dubai Dreams

Inside the Kingdom of Bling

Raymond Barrett



ISBN: 9-781-85788-527-9

5¼ x 8½ paperback • 240pp • 2010

\$19.95 • £12.99

You might also enjoy:



Misadventure in the Middle East,

Travels as Tramp, Artist and Spy, HENRY HEMMING
978-1-85788-395-4, 5 1/3 x 8 1/3, 304pp, paperback,
\$19.95/£10.99

When a scruffy young artist sets out post-9/11 to make a portrait of the Middle East, he has no idea what he will find or how he will live.



It's All Greek to Me!

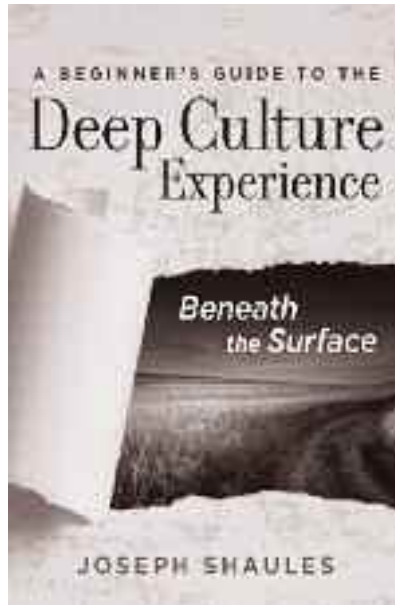
A Tale of a Mad Dog & an Englishman, Ruins, Retsina—and Real Greeks, JOHN MOLE
978-1-85788-375-6, 5 1/16 x 7¾, 352pp, paperback,
\$16.00/£8.99

John Mole tells the backbreaking yet joyous story of fixing up his own Arcadia in Greece, introducing a warm, generous and garrulous cast of characters.

A Beginner's Guide to the Deep Culture Experience

Beneath the Surface

Joseph Shaules



ISBN: 978-0-9842471-0-3
5½ x 8½ paperback • 192pp • 2010
\$24.95 • £14.99

“Indispensable to those seeking to dig beneath the surface to find out why people in other countries behave as they do. Nobody does this sort of thing as well as Joseph Shaules.”

—Robert Whiting, author of *Tokyo Underworld* and *You Gotta Have Wa*

When you travel or do business overseas, you can limit yourself to the “airport experience” or choose to take on the culture beneath the surface. *A Beginner's Guide to the Deep Culture Experience* examines our cultural encounters when we leave home, presenting cultural learning as a personal and intellectual challenge—a journey of discovery that just might change you.

A Beginner's Guide to the Deep Culture Experience is an easy-to-read guide to “deep culture”—the unconscious cultural programming that we often don't notice until we go abroad. It shows those who travel, both for business and

pleasure, how to go beyond the “superficial internationalism” brought about by globalization, to better understand themselves and their world.

Joseph Shaules is an intercultural educator, speaker and author with an existing broad-based readership in the fields of language and intercultural education. As the Director of the Japan Intercultural Institute, Shaules teaches undergraduate and graduate courses in intercultural communication, developed the PICO intercultural learning instrument, and runs the Deep Culture research project sponsored by the Japan Intercultural Institute.

You might also enjoy:



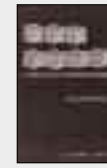
Exploring Culture,
Exercises, Stories and Synthetic Cultures,
GERT JAN HOFSTEDE,
PAUL B. PEDERSON, &
GEERT HOFSTEDE
978-1-877864-90-2, 7 x 9,
264pp, paperback,
\$34.95/£25.00

This unique training book contains an abundance of exercises, dialogues, stories and simulations that put Geert Hofstede's five dimensions of culture into action.



Cultural Intelligence,
A Guide to Working with People from Other Cultures,
BROOKS PETERSON
978-1-931930-00-0, 6 x 9, 250pp,
paperback, \$23.95/£12.99

Cultural Intelligence is the perfect antidote for overcoming cross-cultural differences, improving workplace communication and building solid business relationships.



Basic Concepts of Intercultural Communication, MILTON J. BENNETT
978-1-877864-62-9, 6 x 9,
288pp, paperback,
\$29.95/£16.99

A provocative set of essays, *Basic Concepts* puts forth the ideas that form the building blocks of intercultural communication.

“Insightful and thought-provoking. A must-read for any aspiring Dragon or business person wanting to understand the minds behind the greatest business expansion of our world today.”

—James Caan, *Dragons’ Den*

The emergence of India as an economic superpower has challenged business leaders to learn all they can about the fastest-growing economy in the world. What better way to do so than to observe India’s high achievers? From fields as diverse as biotechnology, entertainment and green energy, Pota profiles ten of India’s movers and shakers, including Narayana Murthy, Chairman of Infosys; K V Kamath, Chairman of ICICI Bank; and role model Kiran Mazumdar Shaw, who broke through the male-dominated Indian business world to become Chairwoman of Biocon India, Asia’s largest biotechnology company. *India Inc.* sifts through the jargon, dusts off the myths and spells out in simple terms what the future holds for the country and the world at large. Pota proves that India is well on its way to providing the next set of role models—to follow Bill Gates, Richard Branson and Warren Buffet—revealing who those business leaders are and what makes them tick.

You might also enjoy:



Speaking of India, Bridging the Communication Gap When Working with Indians, CRAIG STORTI
978-1-931930-34-5, 6 x 9, 224pp, paperback,
\$24.95/£14.99

This essential guide helps us realize the ambitious dreams of working together—once we understand each other!

“The interviewees chosen in India Inc. represent an interesting cross-section of today’s Indian business leaders, beyond the largest industrialists. It will be welcomed by many readers in a country that has a voracious appetite for business books, particularly biographical accounts of how a successful entrepreneur or businessperson overcame the country’s notorious red tape and poor infrastructure to make millions.” —*The Financial Times*, January 2009

Vikas Pota is Managing Director of Saffron Chase Ltd., a media relations company with an award-winning India Practice.

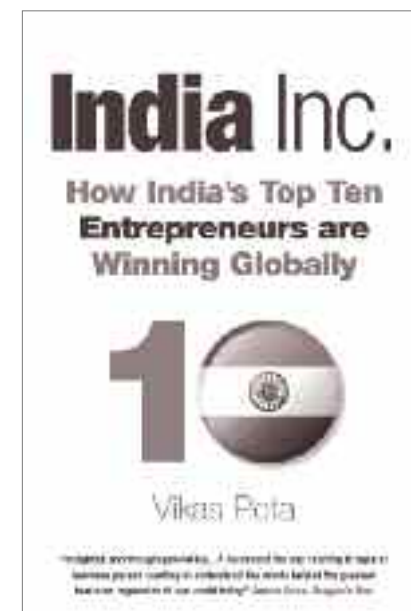
“... a fascinating look into the cultural differences between Westerners and Indians. Craig Storti helps us understand that by finely tuning our eyes and ears to the differences, we can bridge the gaps and strengthen our business relationships.”

—Chris M. Gilmore, *Vendor Management Director, CAN Insurance Companies*

India Inc.

How India’s Top Ten Entrepreneurs are Winning Globally

Vikas Pota



ISBN: 978-1-85788-524-8

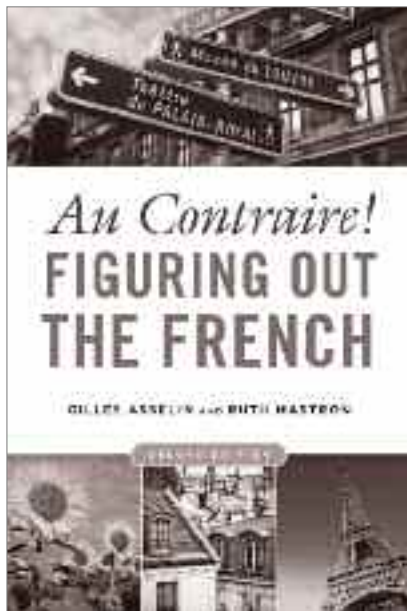
6 x 9 hardcover • 242pp • 2010

\$32.95 • £20.00

Au Contraire!

Figuring Out the French
SECOND EDITION

Gilles Asselin
Ruth Mastron



ISBN: 978-1-931930-92-5
6 x 9 paperback • 304pp • 2010
\$24.95 • £14.99

Praise for the First Edition:

“Give it five Michelin stars for both nourishing the mind and charming the heart. Its flavors are bold; its presentation is stylish and colorful. Au Contraire! is the culture book on the French that Americans have been waiting for.”

—George Simons, *Diversophy International*

When Coca-Cola entered the French market with a hard-core bottom-line management style, they were met with boycotts in cafés and supermarkets. At the launch of Euro Disney in Paris, Mickey Mouse was “greeted” by angry protesters hurling tomatoes and eggs. What went wrong?

As a culture, the French are fiercely independent yet romantic, conservative yet avant-garde, rational yet emotional. In *Au Contraire!: Figuring Out the French*, bilingual and bicultural authors Gilles Asselin and Ruth Mastron explore beyond the stereotypes, examining the assumptions, attitudes, patterns of thought and beliefs that make the French so...French.

Based on a deep understanding of the unique dynamics of both French and American culture, *Au Contraire!* provides a quick and useful guide to social etiquette and professional guidelines for Americans working with the French.

Gilles Asselin, founder and executive director of New Jersey-based SoCoCo Intercultural, is a program designer, trainer and consultant who helps international executives and managers succeed when working across cultures.

Ruth Mastron is vice-president of SoCoCo Intercultural and was formerly a liaison for overseas operations for various international corporations.

You might also enjoy:



A Summer in Gascony, *Discovering the Other South of France*, MARTIN CALDER
978-1-85788-506-4, 5¼ x 8½, 256pp, paperback,
\$19.95/£9.99

With charm and gentle humor, Martin Calder describes one extraordinary summer spent working on a family farm in a village on southwest France’s Gascony coast.



Germany, *Unraveling an Enigma*, GREG NEES
978-1-877864-75-9, 5½ x 8½, 236pp, paperback,
\$24.95/£12.99

Greg Nees offers an insider’s perspective on what it means to be a German in this thoughtful examination of German culture.

Swiss *Watching* is a light-hearted yet revealing journey around Europe's most individual country. From seeking Heidi and finding the best chocolate to reliving a bloody past and exploring an uncertain future, *Swiss Watching* proves that there's more to Switzerland than banks, skis, francs and cheese.

This is a picture of the real Switzerland, a place where the breathtaking scenery shaped a nation (not just a tour itinerary) and where tradition is as important as technology. And where recycling is forbidden on Sundays. It's also the story of its people, who have more power than their politicians, but can't

speak to one another in the same language—and who own more guns per head than the people of Iraq.

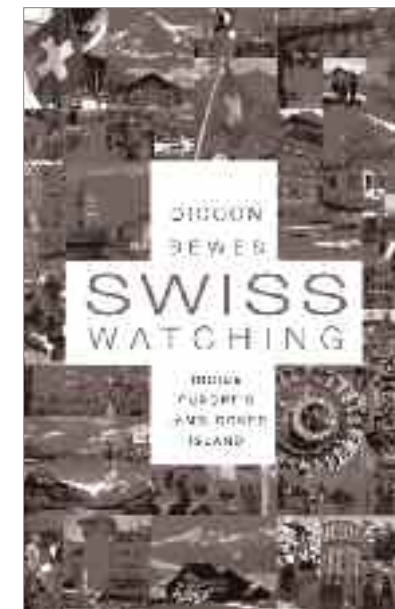
One country, four languages, 26 cantons, and 7.5 million people (only 80% of whom are Swiss): there's nowhere else in Europe like it. Switzerland may be surrounded by land, but it is an island at the center of Europe. Welcome to the landlocked island.

Diccon Bewes is an experienced travel writer who has lived in Switzerland for four years.

Swiss Watching

Inside Europe's
Landlocked Island

Diccon Bewes



ISBN: 978-1-85788-548-4
5½ x 8½ paperback • 320pp • 2010
\$18.95 • £12.99

You might also enjoy:



Watching the English, *The Hidden Rules of English Behaviour*, KATE FOX, US Rights Only
978-1-85788-508-8, 5 x 7¾, 440pp, paperback, \$17.95

Putting the English national character under an anthropological microscope, Kate Fox finds a strange and fascinating culture, governed by complex sets of unspoken rules and bizarre codes of behavior.



Thumbs Up Australia
Hitchiking the Outback, TOM PARRY
978-1-85788-390-9, 5¼ x 8½, 288pp, paperback,
\$16.00/£9.99

Thumbs Up Australia is Tom Parry's witty account of the real Outback through encounters with eccentric characters on its dusty roads.

Global Coaching

An Integrated Approach for Long-Lasting Results

Philippe Rosinski



ISBN: 978-190-4838-22-7
6½ x 9¼ paperback • 256pp • 2010
\$34.95 • £19.99

"By integrating effective coaching practices with intercultural know-how and sensibilities, Philippe Rosinski's Coaching Across Cultures will serve personal and executive coaching practitioners from around the world for many years to come."

—**Michael H. Hoppe, Ph.D.**, Senior Research & Program Associate, Center for Creative Leadership

The need for a "master level" of coaching has never been greater in the global economy and interconnected world in which we live. By combining coaching approaches from six perspectives—physical, managerial, psychological, cultural, political and spiritual—managers and coaches will find long-lasting results through a global approach, not the "quick fix" that often comes from a unilateral approach. These six influences largely explain who we are and why we work the way we do. By applying these six approaches—either individually or altogether—coaches and managers are able to address nearly any problem that crops up with an employee's performance.

Building on Philippe Rosinski's success with *Coaching Across Cultures*, which emphasized the cultural perspectives that influence how we work and live, *Global Coaching* recognizes the challenges of global business and the need for more profound solutions.

Philippe Rosinski's pioneering work in bringing the crucial intercultural dimension into the practice of coaching has won him worldwide acclaim. An expert in executive coaching, team coaching, and global leadership development, his international corporate clients include Baxter Healthcare, Unilever, Chubb Insurance and IBM.

You might also enjoy:



Coaching Across Cultures, *New Tools for Leveraging National, Corporate, and Professional Differences*, PHILIPPE ROSINSKI
978-1-85788-301-5, 6 x 9, 336pp, paperback, \$35.00/£19.99
Weaving coaching and intercultural communication together, this enlightening book is filled with examples from multinational companies and tools and exercises to put the concepts into practice.



The Cultural Advantage, *A New Model for Succeeding with Global Teams*, MIJND HUIJSER
978-1-931930-28-4, 6 x 9, 168pp, paperback, \$27.95/£14.99
The Cultural Advantage introduces the Model of Freedom, a powerful new tool that helps international companies to overcome the obstacles inherent in global teams.

“The book not only explains some of the differences in how people of Japan and the United States communicate, it also shows us ways in which we can avoid unnecessary misunderstandings and so cooperate together.”

—From the Foreword, **Kohei Goshi**, Founder and Chairman, The Japan Productivity Center, Tokyo

Did you know there is a proper way to give and receive business cards in Japan? Westerners and the Japanese communicate daily in business, education and social settings. Yet our cultures and social norms are vastly different, which can cause unexpected miscommunication.

In *With Respect to the Japanese*, a time-honored classic on Japanese culture, readers will discover how to interact successfully with the Japanese and, in the process, earn their respect. For decades, this book has been the authority for teaching Westerners how to better interact with Japanese culture. In this fully updated new edition, John Condon presents Japanese culture in simple, concise language, examining the critical elements of Japanese culture that affect the way Japanese and Americans perceive and react to each other, while offering con-

crete guidelines for establishing effective relationships. Condon explains Japanese collectivism in contrast to American individualism, and how these foremost societal characteristics affect decision-making, rhetoric, management styles, workplace behavior and much more. Readers will discover how to avoid embarrassing the Japanese, as well as how to earn their respect.

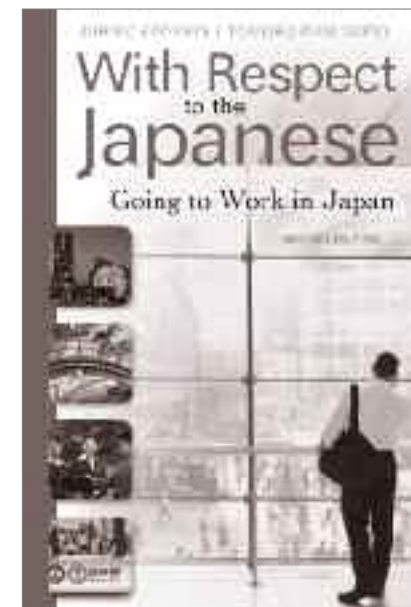
Dr. John Condon is a cross-cultural communication specialist, author and professor who has lived in Japan and studied Japanese culture extensively.

Dr. Tomoko Masumoto is an associate professor in the Department of International Communication at Kanda University in Tokyo and has studied the experience of expatriate workers in Japan for more than a decade.

With Respect to the Japanese

Going to Work in Japan
SECOND EDITION

John C. Condon
Tomoko Masumoto



ISBN: 978-0-9842471-2-7
5¼ x 8¼ paperback • 160pp • 2010
\$22.95 • £14.99

You might also enjoy:



Finland, Cultural Lone Wolf

RICHARD D. LEWIS
978-1-931930-18-5, 6 x 9,
246pp, paperback, \$29.95

Finland, Cultural Lone Wolf is the story of an accomplished nation and her extraordinary people.



Modern-Day Vikings, A Practical Guide to Interacting with the Swedes, CHRISTINA JOHANSSON ROBINOWITZ & LISA WERNER CARR
978-1-877864-88-9,
5 1/2 x 8 1/2 Paperback,

216 pp., \$25.95/£16.99

Provides a window into what one world traveler called the most American of European countries: Sweden.



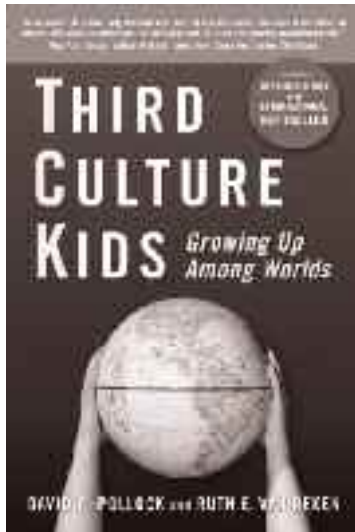
I Was a Potato Oligarch, Travels and Travails in the New Russia, JOHN MOLE
978-1-85788-509-5, 5¼ x 8½,
304pp, paperback, \$17.95/£9.99

John Mole went to seek his fortune in the New Russia with his Big Idea of setting up British baked potato restaurants, and came back with the rights for a revolutionary biotechnology company.

Third Culture Kids

Growing Up Among Worlds
REVISED EDITION

David C. Pollock
Ruth E. Van Reken



ISBN: 978-1-85788-525-5

6 x 9 paperback • 320pp • 2009
\$19.95 • £12.99

“As an adult TCK, I have long wrestled with how I fit into this world. This book is the ‘bible’ for anyone who wants to understand the blessings and the curses of growing up multiculturally.”

—**Wm Paul Young**, author of the #1
New York Times Best Seller *The Shack*

Rich with real-life anecdotes, *Third Culture Kids, Revised Edition* examines the nature of the TCK experience and its effect on maturing, developing a sense of identity and adjusting to one’s “passport country” upon return. It profiles the personal challenges that TCKs experience, from feelings of rootlessness and unresolved grief to struggles with maturity and identity. Highlighting dramatic changes brought about by instant communication and new mobility patterns, this new edition shows how the TCK experience is becoming increasingly common and valuable. The authors also expand the coverage to include “cross-cultural kids,” children of biracial or bicultural parents, immigrants and international adoptees, who are bringing hidden diversity to our world and challenging our old notions of identity and “home.”

David C. Pollock worked with TCKs and adult TCKs for more than 20 years and logged thousands of miles conducting seminars and conferences for TCKs, their parents and sponsoring organizations.

Ruth E. Van Reken, herself an adult TCK and a parent and grandparent of TCKs, is author of one of the first books written about the TCK experience, *Letters Never Sent*.

“Virginie Raguenaud is bilingual by choice and wants her children to be so, too. Bravo, Virginie, for showing us the way to helping our children retain their language heritage as they grow. Get this book—and get one for each of your friends and family members, too!”

—**Joshua A. Fishman** PhD, Professor
Emeritus of Social Sciences, Yeshiva
University, Professor Emeritus of
Linguistics at Stanford University

For many families, speaking at least one language other than English at home is already a given—more than 51 million people in the U.S. alone live in multilingual homes. But what about when bilingual children go to English-speaking schools and are expected to thrive in a primarily monolingual, English-speaking community? How do families maintain a balance and help their children to grow and develop in more than one language?

In *Bilingual By Choice*, Virginie Raguenaud guides parents on how to introduce a second language to their children. She also provides insights, resources, and activities for raising children who will go on to become bilingual adults. This book is the first of its kind to address bilingualism from the cradle to adolescence.

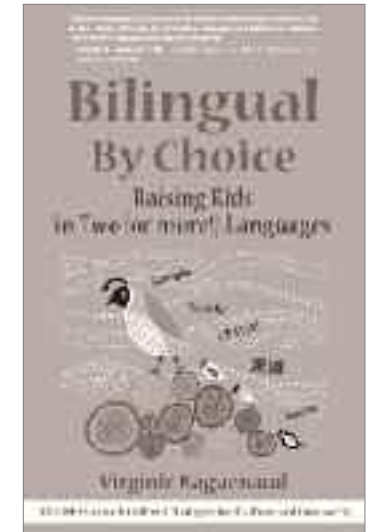
Raguenaud uses practical strategies and techniques for any family or instructor to ensure that kids stay engaged and active in every language available to them.

Global nomad and bilingual writer **Virginie Raguenaud** is a mother of bilingual twins and is studying to get her Master of Arts degree in Intercultural Relations from the University of the Pacific in Stockton, California.

Bilingual By Choice

Raising Kids in Two (or more!) Languages

Virginie Raguenaud



ISBN: 978-1-85788-526-2

5½ x 8½ paperback • 224pp • 2009
\$19.95 • £12.99

“A must-have for anyone involved in intercultural skills development.”

—**Geremie Sawadago**, Senior Human Resource Officer, The World Bank Organization

“A valuable and engaging teaching tool that introduces basic concepts of intercultural communication and conflict.”

—**Jonathan Gordon**, PhD, Director of Assessment, Georgia Institute of Technology

Rocket is an interactive simulation that helps participants develop and hone important intercultural skills, and is a fun way to train people for working in diverse environments. It is based on qualitative interviews conducted at NASA's Johnson Space Center with astronauts, flight directors, flight controllers, engineers and trainers from the United States, Russian, Japanese and European Space Agencies.

Rocket mimics the real-life interactions and politics of the International Space Station Program, requiring simulation participants to work together to build a model rocket. The simulation is designed for use with groups from 13-25 participants, but it can be modified for use with groups as small as four or as large as 30. Participants are divided into four groups (Americans, Russians, Japanese

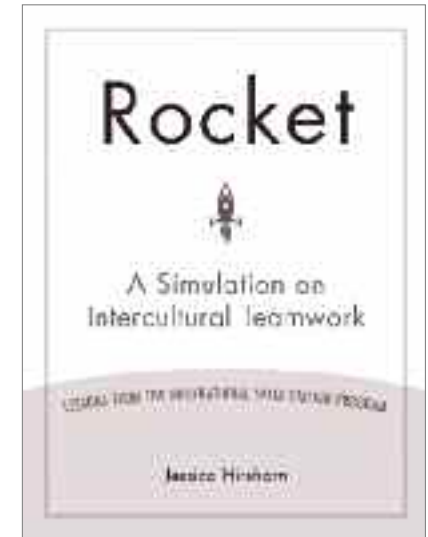
and Europeans) and are each given a set of rules that they must follow when interacting with each other. The rules include culture-specific information as well as political and economic objectives. Each group, or space agency, is given a specific rocket part to build and asked to work with the other agencies in assembling the rocket. After building the rocket a debriefing session occurs where participants are able to process their learning.

Dr. Jessica Hirshorn currently teaches Interdisciplinary Studies at Arizona State University. She holds a doctorate in Educational Foundations from the University of Houston and a master's degree in International and Intercultural Management from the School for International Training.

Rocket

A Simulation on Intercultural Teamwork, Lessons from the International Space Station Program

Jessica Hirshorn



ISBN: 978-1-931930-82-6
7 x 9¼ paperback • 104pp • 2009
\$40.00 • £25.00

You might also enjoy:



Barnga, *A Simulation Game on Cultural Clashes, 25th Anniversary Ed.*, SIVASAILAM "THIAGI" THIAGARAJAN WITH RAJA THIAGARAJAN
978-1-931930-30-7, 7 x 9¼, 136pp, paperback,
\$35.00/£20.00

Revised and expanded for its 25th anniversary, *Barnga* is the classic simulation game on cultural clashes.

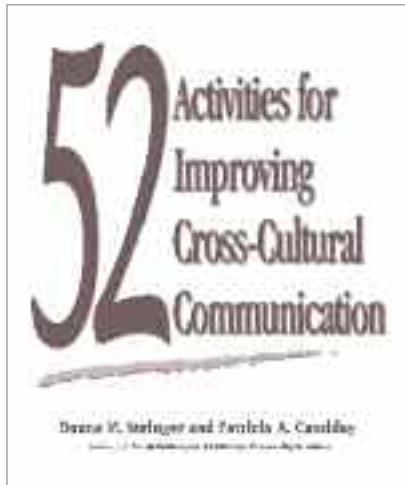


Ecotonos, *A Multicultural Problem-Solving Simulation, 3rd Ed.*, NIPPORICA ASSOCIATES AND DIANNE HOFNER SAPHIERE
978-1-931930-74-1, plastic carrying case, \$225.00/£130.00

Participants enhance their understanding of the impact of culture on communication, decision making and problem solving as they develop skills in interacting effectively in multicultural teams.

52 Activities for Improving Cross-Cultural Communication

Donna Stringer
Patricia Cassiday



ISBN: 978-1-931930-83-3

8½ x 11 paperback • 256pp • 2009

\$49.95 • £29.99

“This practical book is a must-have for facilitators who are seeking new communication exercises to add to their repertoire. Whether in a classroom or in a group session, the exercises in 52 Activities for Improving Cross-Cultural Communications are sure to be a hit with participants and practitioners alike. Stringer and Cassiday are leaders in the area of cross-cultural competence and now all of us can benefit from their expertise!”

—Amy George, VP Talent Development, Diversity and Inclusion, Terex Corporation

5 2 Activities for Improving Cross-Cultural Communication specifically explores cross-cultural communication issues with an eye toward increasing cross-cultural understanding and effectiveness. The exercises in this book are intended to facilitate effective communication across a wide range of differences. Many of the exercises are written with instructions that address the needs for a specific audience (e.g., gender or generation). Stringer and Cassiday have written and adapted sound, ready-to-use activities for settings where the exploration of cross-cultural communication would be beneficial: the workplace, the classroom, human resources programs, ESL classes, corporate diversity training, international team development workshops, conflict management and others.

This practical trainer’s manual includes applications from many sectors and angles: business, diversity and cross-cultural fields, and from trainers in the U.S.,

Europe, Asia, the Middle East and Latin America. The exercises are organized according to the appropriate audience, the time required to perform and the risk level for participants (a unique feature created by the authors) and are easily adaptable to the user’s particular need and situation.

There is something for everyone in this book: for those who like hands-on, practical activities, those who prefer experiential exercises and those who learn best if they can reflect on ideas.

Donna Stringer, the president of Executive Diversity Services, is a social/developmental psychologist with several years of experience as a cross-cultural educator and trainer.

Patricia Cassiday is an educator and consultant on topics related to guidance, third culture kids, total quality education and student assessment.

You might also enjoy:



52 Activities for Exploring Values Differences,

DONNA M. STRINGER AND
PATRICIA CASSIDAY
978-1-877864-96-4, 8½ x 11,
268pp, paperback, \$49.95/£29.95
Donna M. Stringer and Patricia A.

Cassiday have developed an entire manual of activities devoted to values exploration in this ready-to-use guide.



Experiential Activities for Intercultural Learning

EDITED BY H. NED SEELYE
978-1-877864-33-9, 7 x 10,
248pp, \$34.95/£19.99

Brings together a collection of 32 activities designed to augment

the resources and expand the repertoire of trainers and educators concerned with intercultural learning.



Developing Intercultural Awareness, A Cross-Cultural Training Handbook, 2nd Ed.

L. ROBERT KOHLS
AND JOHN M. KNIGHT
978-1-877864-13-1, 6 x 9, 160pp,
paperback, \$25.95/£14.99

This basic guide to cross-cultural training contains simulation, games, case studies, icebreakers and other training activities.

“The 3rd Edition of the popular When Cultures Collide grows in size and information. It contains an additional three countries and regions that now ‘play significant roles on the world stage’ and includes coverage of newer EU member states, the Indian subcontinent, the ‘Arab Lands,’ the Sub-Saharan region and Latin America in more detail. Country chapters in the new edition also include sidebars that provide a quick look at key motivating factors in each country.”

—**Kate Berardo**, DELTA Intercultural Academy contributor

In this thoroughly updated and expanded third edition of the groundbreaking book *When Cultures Collide: Leading Across Cultures*, Richard Lewis includes every major region of the world and more than sixty countries!

Capturing the rising influence of culture and the seismic changes throughout many regions of the world, cross-cultural expert and international businessman Richard Lewis has significantly broadened 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, lending helpful advice on topics to discuss and those to avoid when communicating, guides to interpreting unique terminology, and modes of behavior that will contribute to successful

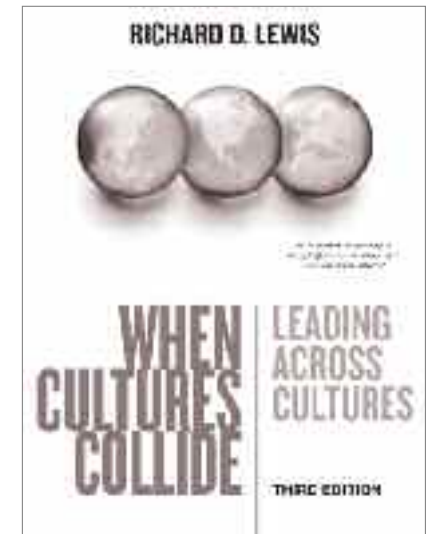
communication and lasting relationships. Lewis advises on overarching guidelines for proper overseas manners, whether in a restaurant, at the home of a colleague or in the boardroom. Using dozens of scientific, yet highly accessible diagrams and building on his Linear-active, Multi-active and Reactive (LMR) culture type model, Lewis gives managers and leaders practical strategies to embrace differences and work successfully across an increasingly diverse business culture.

Richard D. Lewis is the chairman of Richard Lewis Communications, an international institute for cross-cultural and language training with offices in more than a dozen countries. Among his many books are *The Cultural Imperative* and *Finland, Cultural Lone Wolf*. For more information, visit Lewis' website at www.crossculture.com.

When Cultures Collide

Leading Across Cultures

Richard Lewis



ISBN: 978-1-904838-02-9
7 x 9 paperback • 624pp • 2005
\$35.00 • £19.99

You might also enjoy:



The Cultural Imperative, *Global Trends in the 21st Century*, RICHARD D. LEWIS
978-1-931930-35-2, 7 x 9¼, 372pp,
paperback, \$29.95/£15.99

Richard D. Lewis examines the forces that keep us tied to our cultural heritage.



Riding the Waves of Culture, *Understanding Cultural Diversity in Business*, FONS TROMPENAARS AND CHARLES HAMPDEN-TURNER
978-1-85788-176-9, 6 x 9, 288pp, paperback,
£14.99 UK Rights Only

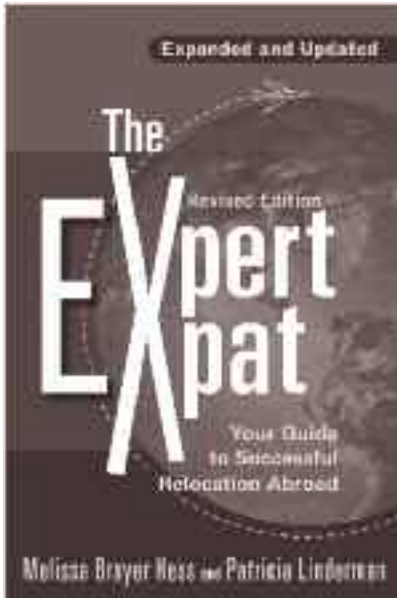
This bestselling book aims to dispel the idea that there is only one way to manage and encourages readers to get to know their own culture before doing business with others.

The Expert Expat

Your Guide to Successful Relocation Abroad

REVISED EDITION

Patricia Linderman
Melissa Brayer-Hess



ISBN-978-1-85788-384-8

6 x 9 paperback • 304pp • 2007

\$22.95/£14.99

“Expert Expat can help simplify, untangle, and enrich what will be one of the greatest experiences of your life!”

—From the Foreword by Alma Powell, wife of former US Secretary of State Colin Powell

Trusted by thousands of families and individuals, *The Expert Expat: Your Guide to Successful Relocation Abroad* is essential reading for anyone moving overseas. Personal stories drawn directly from the authors’ dozens of years abroad as well as the experience of countless expats worldwide help prepare readers for the exhilarating and daunting task of establishing a life far from home. Now more than ever, *The Expert Expat’s* practical advice and encouragement help to ease challenges and create rewarding experiences while living abroad.

New to this edition is an important chapter on safety, including expert advice on preventing identity theft and responding to terrorist threats. And for those increasing numbers going solo, *The Expert Expat* gives guidance on networking, establishing a home and traveling alone.

“The second edition is even more comprehensive than the first! I believe readers will benefit from the newly expanded chapters, especially the one exploring the challenges of relocating third culture kids. The authors offer terrific advice on raising global nomads in the twenty-first century.” —Robin Pascoe, author, *Raising Global Nomads: Parenting Abroad in an On-Demand World*, www.expertexpert.com

Melissa Brayer Hess is the Deputy Director of Crisis Management Training at the Foreign Service Institute Leadership and Management School.

Patricia Linderman is editor-in-chief of *Tales From A Small Planet*, www.talesmag.com, a website about overseas expat life.

You might also enjoy:



The Art of Crossing Cultures, 2nd edition

CRAIG STORTI

978-1931930536, 6 x 9, 192pp, paperback, \$21.95/£12.99

Learning how to anticipate differences and master positive alternative reactions is at the heart of *The Art of Crossing Cultures*, as well as the cross-cultural adaptation experience.



The Art of Coming Home

CRAIG STORTI

978-931930-14-7, 6 x 9, 224pp, paperback, \$21.95/£12.99

Craig Storti offers the solid advice you need to reduce the stress of the expatriate experience of returning home.

“The fine art of mastering operations in a global environment challenges the best of leaders and managers to understand the differences both within and between countries—and that’s where Global Diversity comes in. Years of the authors’ hands-on experience contribute to a synthesis of key cultural variables in eight major markets around the world...essential keys to understanding international motivation.”

—The Midwest Book Review

Mastering global business requires leaders and managers to understand the differences within countries as well as between them. Drawing on the authors’ years of hands-on experience, *Global Diversity: Winning Customers and Engaging Employees within World Markets* explores each country in depth, with particular attention paid to cultures-within-cultures and recommendations for developing employees and realizing local market opportunities. It presents the key cultural issues in eight major markets, including China, Egypt, India, Japan, Mexico, Russia, the UK and the U.S.

Global Diversity provides a six-step guide for developing an effective global diversity strategy. It outlines how to formulate and implement an approach that takes into account the variety of cultures that exist within every country while enabling individual employees to be engaged and accountable contributors. This book is an invaluable tool for any business leader who wants to understand and get the most out of global business.

Ernest Gundling is a co-founder of Aperian Global and has been involved with the organization since its inception in 1990. He currently acts as a senior Asia specialist and co-president of the company’s operations, assisting HR clients in developing strategic global approaches to leadership, organization development and relationships with key business partners. Dr. Gundling holds a Ph.D. from the University of Chicago.

Anita Zanchettin is the director of Global Inclusion for Aperian Global. She has more than 18 years of experience providing training and consulting for global corporations on the impact of culture on job effectiveness, teamwork, leadership, project management, marketing, joint ventures, technology transfer, and other business systems and processes. She has worked with companies such as Citibank, General Motors and Hewlett-Packard.

Global Diversity

Winning Customers and Engaging Employees within World Markets

Ernest Gundling
Anita Zanchettin



ISBN-13: 978-1-90483-809-8
6 x 9 hardcover • 344pp • 2007
\$35.00 • £20.00

You might also enjoy:



Working GlobeSmart, Twelve People Skills For Doing Business Across Borders, ERNEST GUNDLING
978-0-89106177-9, 6 x 9, 418pp, cloth, \$29.95/£20.00

Bridges the gap between what we know about business success and what we know about differences in values, abilities and behavioral characteristics across various cultural dimensions.

“In a world full of leadership advice, Ernest Gundling cuts through the complexity of global leadership issues and provides a model that is understandable and engaging. Any person or organization wrestling with global effectiveness would benefit from this book.”

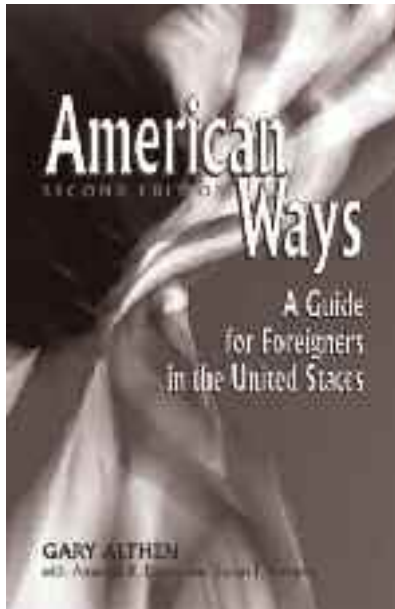
—Richard M. Vosburgh, VP of Human Resources, Americas
Enterprise Systems Group, Hewlett-Packard

American Ways

A Guide for Foreigners
in the United States

SECOND EDITION

Gary Althen



ISBN-13: 978-1-877864-99-5

5½ x 8½ paperback • 295pp • 2002

\$27.95 • £12.99

“Gary Althen's richly detailed guide shines a psychological, cultural and sociological spotlight on American customs, values, attitudes and behavior. Organized into 22 chapters that cover just about every aspect of American life, the book hits you with its uncanny insight, accuracy and honesty.”

—Getabstract.com

Traveling to America soon? If the thought of extended exposure to Americans seems daunting, let *American Ways: A Guide for Foreigners in the United States* help you prepare.

In this revised edition, Gary Althen has added material to provide the clearest insights yet into the American psyche and culture, including the rewritten chapter “Ways of Reasoning,” which provides one of the best-organized and clearest presentations of American thought processes to date, and a new chapter on race and ethnic relations that compares how foreign visitors and Americans alike perceive American subcultures. Within most chapters Althen has included a new section, “Suggestions for Foreign Visitors,” adding another practical dimension to the book.

American Ways covers all the basic needs of the foreign student or businessperson, covering the trends and customs of day-to-day activities like driv-

ing, shopping and verbal and nonverbal communication as well as the more esoteric customs regarding cultural values, politics, education, religion and male-female relationships.

As a comprehensive introduction to American culture, *American Ways* will prepare you for living, studying and working in America.

Gary Althen served for 30 years as a foreign student adviser at the University of Iowa, as well as director of the Office of International Students and Scholars. He has been president of NAFSA: Association of International Educators and received its Marita Houlihan Award for his contributions to the field of international educational exchange. He is the author of *The Handbook of Foreign Student Advising* and is author, editor, or coauthor of many publications concerning international education and intercultural affairs. He has lived and worked in Peru and Malaysia.

You might also enjoy:



Americans at Work,
A Guide to the Can-Do People
CRAIG STORTI
978-1-931930-05-5, 6 x 9,
209pp, paperback,
\$24.95/£14.99

Americans at Work reveals the subtle and the not-so-subtle aspects of American culture in the workplace.



Living in the USA, 6th Ed.
ALISON LANIER,
REVISED BY JEF C. DAVIS
978-1-931930-19-2, 6 x 9,
255pp, paperback,
\$24.95/£12.99

In its sixth edition, *Living in the USA* is the comprehensive guide to attitudes, customs, manners and daily life in the United States.



American Cultural Patterns,
A Cross-Cultural Perspective, Revised Ed.
EDWARD C. STEWART AND
MILTON J. BENNETT
978-1-877864-01-8, 6 x 9, 288pp,
paperback, \$27.50/£14.99

This book focuses on practical applications as well as on those dimensions of American culture critical to understanding the dynamics of American society.

“The Exchange Student Survival Kit is an absolute ‘must-read’ for any prospective exchange student or host family.”

—The Midwest Book Review

Studying abroad has never been so popular! Students embarking on life-changing adventures are in need of tried and true advice from someone who knows the ins and outs of studying in a foreign country. The brand new edition of *The Exchange Student Survival Kit* is the essential guide to navigating the study abroad experience. From dealing with initial fatigue and culture shock to adjusting and thriving in a new environment, this book has all bases covered.

Using personal experiences from dozens of multicultural exchange students, Dr. Bettina Hansel offers a wealth of insight and practical advice and leads students through the study abroad experience from beginning to end, thoroughly addressing the stages of adjustment, potential pitfalls, and enduring rewards of an international education. This much-awaited new edition includes information

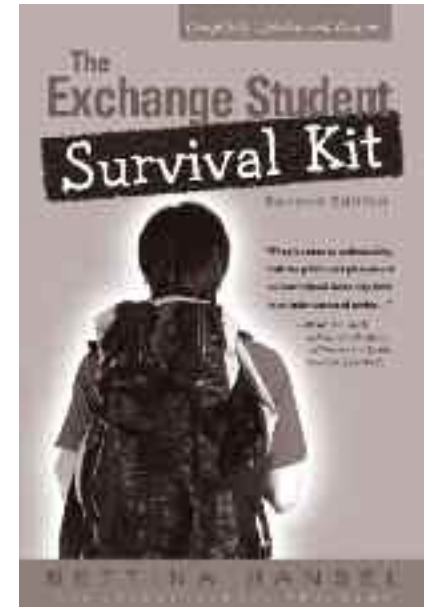
on new communication technology as it affects the study abroad experience; important advice on personal safety; pressing concerns for parents and students in light of war, terrorism and crime and the changes in society and family life that will affect travelers most. *The Exchange Student Survival Kit* is a book to return to again and again, whether for tips on fitting in at a new school, solutions to common cross-cultural problems or simply for a comforting reminder that other students have shared the same emotions, thoughts and experiences while studying in an unfamiliar culture.

Bettina Hansel is Head of Research & Evaluation, AFS International, based in New York City.

The Exchange Student Survival Kit

SECOND EDITION

Bettina Hansel



ISBN-13: 978-1931930314
6 x 9 paperback • 182pp • 2007
\$21.95 • £12.99

You might also enjoy:



Survival Kit for Overseas Living, For Americans Planning to Live and Work Abroad. L. ROBERT KOHLS
978-1-85788-292-6, 6 x 9, 204pp, paperback, \$19.95/£10.00

Survival Kit for Overseas Living provides straightforward information on the challenges of moving to a new country and the tools needed to overcome obstacles.



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NANCY KING AND KEN HUFF
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Host Family Survival Kit provides an overview of hosting, beginning with the role of the exchange student in the home.



Figuring Foreigners Out, A Practical Guide
CRAIG STORTI
978-1-877864-70-4, 180 pp. Paperback \$26.95/£14.99

Universal and easily applied to everyday situations, this book is for anyone who wants to understand those who are culturally different.

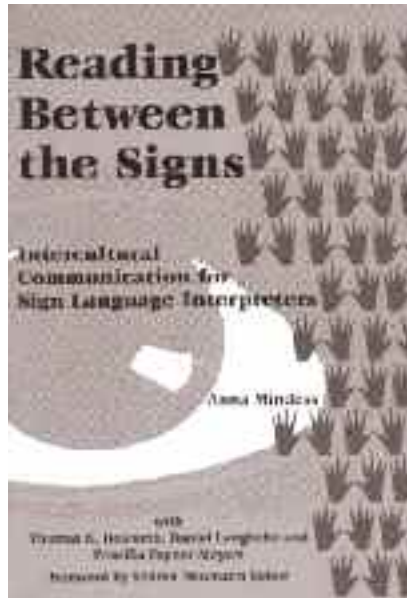
Reading Between the Signs

Intercultural Communication for Sign Language Interpreters

SECOND EDITION

Anna Mindess

with Thomas K. Holcomb, Daniel Langholtz, & Priscilla Moyers



ISBN-13: 978-1931930260

6 x 9 paperback • 312pp • 2006

\$34.95 • £19.99

“Adds a necessary dimension to understanding what sign language interpretation really entails—not the exchange of words for signs and vice versa but the translation of one view of life and all its meanings into another equally valid yet different view.”

—William C. Stokoe, former Professor Emeritus, Gallaudet University

In *Reading Between the Signs: Intercultural Communication for Sign Language Interpreters*, Anna Mindess provides a new perspective on a unique culture that is not widely understood—American Deaf culture. With the collaboration of three distinguished deaf consultants, Mindess explores the implications of cultural differences at the intersection of the deaf and hearing worlds. The book takes a practical approach with many useful suggestions for the sign language interpreter. Mindess provides several helpful dialogues between hearing and deaf Americans in a variety of situations to illustrate the problems that can arise as a result of cultural differences.

The compounded difficulty of communicating with a deaf person from another country is addressed as well, with suggestions for ameliorating

possible areas of misunderstanding. The book also provides helpful information about advances in technology and the multicultural communities within the Deaf world. *Reading Between the Signs* is an invaluable tool for those interested in training as a sign language interpreter, but more importantly, for anyone wishing to understand American Deaf culture.

Anna Mindess has worked as a sign language interpreter in business, legal, educational, medical, video relay and performing arts settings for more than 25 years. A noted author, consultant and trainer, she has presented workshops on cultural issues in the U.S. and internationally. She is the author of *Reading Between the Signs Workbook* and co-creator of the DVD *See What I Mean*.

You might also enjoy:



Reading Between the Signs Workbook

A Cultural Guide for Sign Language

Students and Interpreters

978-1-931930-03-1, 7 x 10, 144pp, paperback,

\$22.00/£16.99

A companion to *Reading Between the Signs*, this workbook is arranged to correspond with chapters in the book and translates theory to practice through exercises and activities.

“A must-read! An enlightening book...a defining document in the literature of Deaf Culture.”

—Eileen Forestal, Professor, ASL Studies and Interpreting Training, Union County College

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978-1-877864-96-4	52 Activities for Exploring Values Differences	Donna M. Stringer and Patricia A. Cassiday	2003	\$49.95	£29.99	268pp	PB	978-1-931930-20-8	Health Matters	Michele Yehieli, PhD and Mark A. Grey, PhD	1997	\$15.95	£9.99	168pp	PB
978-1-931930-83-3	52 Activities for Improving Cross-Cultural Communication	Donna M. Stringer and Patricia A. Cassiday	2009	\$49.95	£29.99	256pp	PB	978-1-877864-37-7	Host Family Survival Kit, second edition	Nancy King and Ken Huff	1997	\$21.95	£9.99	199pp	PB
978-0-9842471-0-3	A Beginner's Guide to the Deep Culture Experience	Joseph Shaules	2010	\$24.95	£14.99	192pp	PB	978-1-85788-524-8	India Inc.	Vikas Pota	2010	\$32.95	£20.00	242pp	HC
—	Aliens (DVD)	Iga Czumawska	2001	\$175.00	—	35 min.	DVD	978-1-931930-52-9	Intercultural Marriage, third edition	Dugan Romano	2008	\$23.95	£12.99	232pp	PB
978-1-877864-01-8	American Cultural Patterns, second edition	Edward C. Stewart and Milton J. Bennett	2005	\$27.50	£14.99	208pp	PB	978-1-877864-29-2	Intercultural Sourcebook, volume 1	Sandra M. Fowler and Monica G. Mumford	1995	\$35.00	£19.99	248pp	PB
978-1-877864-99-5	American Ways, second edition	Gary Althen	2002	\$27.95	£12.99	328pp	PB	978-1-877864-64-3	Intercultural Sourcebook, volume 2	Sandra M. Fowler and Monica G. Mumford	1999	\$50.00	£29.95	298pp	PB
978-1-931930-05-5	Americans at Work	Craig Storti	2004	\$24.95	£14.99	209pp	PB	978-1-931930-91-8	Into Africa, second edition	Yale Richmond and Phyllis Gestrin	2009	\$24.95	£14.99	280pp	PB
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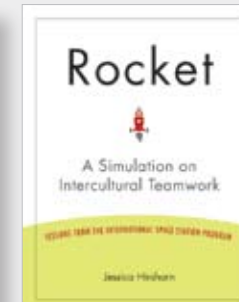
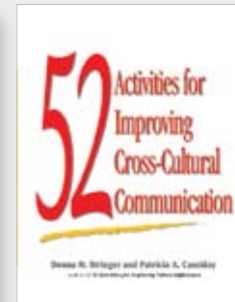
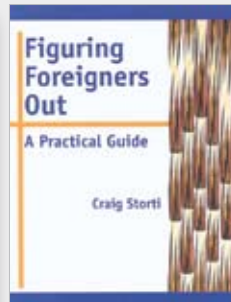
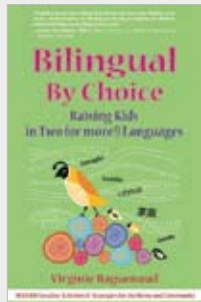
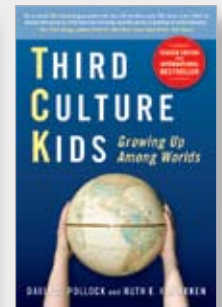
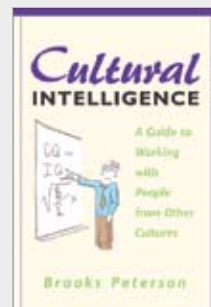
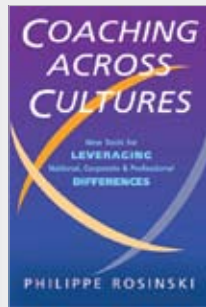
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