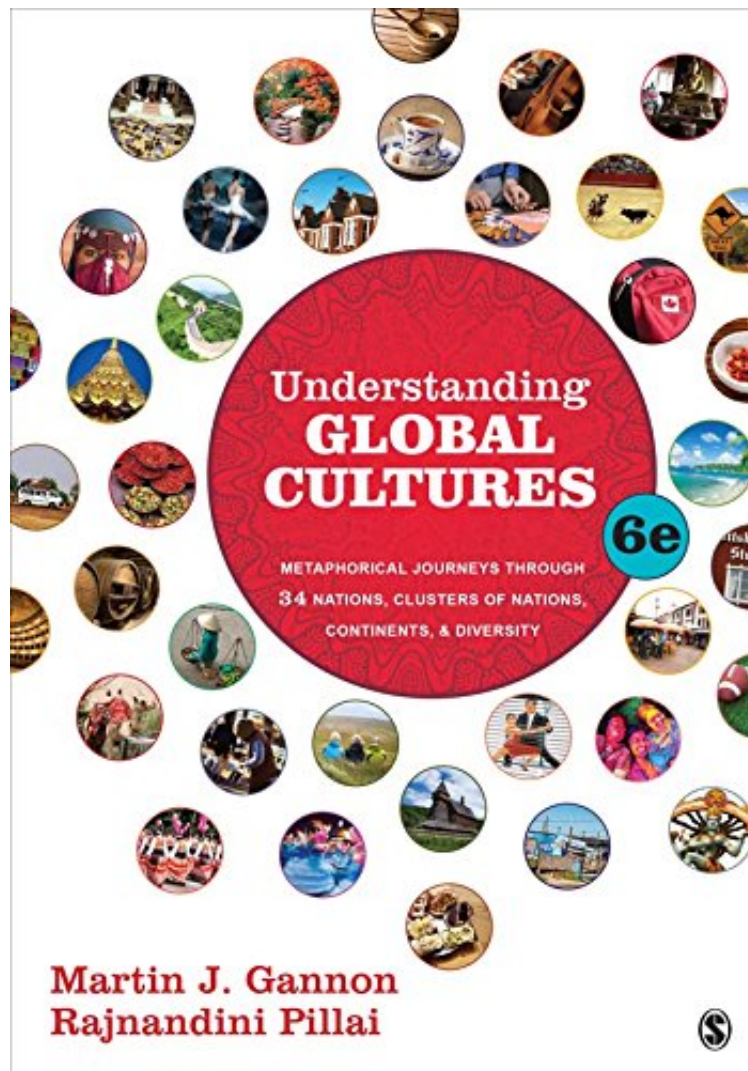


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Understanding Global Cultures: Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents, and Diversity

Martin J. Gannon, Rajnandini K. Pillai
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Martin J. Gannon, Rajnandini K. Pillai : Understanding Global Cultures: Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents, and Diversity before purchasing it in order to gauge whether or not it would be worth my time, and all praised Understanding Global Cultures: Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents, and Diversity:

0 of 0 people found the following review helpful. Great read, InformativeBy ADGood generalization of different cultures that will help you understand a little better, someone's perspective or perception of the world.0 of 0 people

found the following review helpful. Five StarsBy TrinityFast. Thanks0 of 1 people found the following review helpful. and others has laid an excellent groundwork in the field of intercultural communicationBy Patrick Krayner, PhDThe works of Hall, Hofstede, GLOBE, and others have laid an excellent groundwork in the field of intercultural communication. However, their frameworks of viewing culture had limitations, as they were somewhat reductionistic. Gannon and Pillai recognize this and seek to help learners move beyond these limitations. They created a heuristic framework for viewing cultures based upon a action, institution or phenomenon within a number of cultures that are especially rich and representative of each culture. These then become metaphors through which the authors try to unpack key aspects of each culture. What is especially helpful is the authors recognize that even these metaphors are limited in function. Their value is that they provide a lens through which learners can begin a journey of discovery, and the authors encourage learners to move beyond the metaphors as they experience the diversity within these cultures.

In the fully updated Sixth Edition of *Understanding Global Cultures: Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents, and Diversity*, authors Martin J. Gannon and Rajnandini Pillai present the cultural metaphor as a method for understanding the cultural mindsets of individual nations, clusters of nations, continents, and diversity in each nation. A cultural metaphor is any activity, phenomenon, or institution that members of a given culture consider important and with which they identify emotionally and/or cognitively, such as the Japanese garden and American football. This cultural metaphoric approach identifies three to eight unique or distinctive features of each cultural metaphor and then discusses 34 national cultures in terms of these features. The book demonstrates how metaphors are guidelines to help outsiders quickly understand what members of a culture consider important.

"Each one of these chapters is very detailed and the metaphor is sensible... This is a great introduction to cultural diversity for many different reasons, such as economy (Italy), religion (Malaysia), language (Belgium, plus Canada and Switzerland among many others). It meets the demand for a business cultural geography companion text."--Jorge A. Gonzalez
"This text more thoroughly increases cultural awareness to broaden students' perspectives of what they may encounter as they travel to different parts of the world. The chapters are well written; my students are challenged by, and maintain an interest in, the level of the book. It is a book that provides a challenge for the level of students in my course."--Nancy Lyons
"This is the only textbook that I have found that actually discusses relevant information about contemporary cultures from all over the world...This is a wonderful text! I actually encourage other instructors to use it for their comparative cultures classes. It is easy to read and understand, discusses relevant information, and helps students become more aware of cultures that they may very well come in contact with. I will be using the next editions of this text, as it is the best I've found."--Heather M. Smith
"Overall I have enjoyed the text and have found it a useful resource for myself. Students who have used it as recommended reading have also found it helpful in developing a more colorful understanding of issues from the module. The structure of the book is good, with an appropriate break up of countries as it demonstrates that despite major visible differences the cultures in each category actually have important base characteristics. I am glad this text is available as it supports the broad themes of my course admirably well."--Patrick Meehan
"It is one of the most interesting textbooks in the marketplace. The authors KNOW what they are doing. I love this textbook and have been using it for years now. It is one of the only textbooks that many of my students do NOT sell back to the campus bookstore!"--Patrice Hughes
"I enjoy using this book in my classes and students also seem to like it. I get positive comments on the text in student evaluations."--Alexandre Ardichvili
"The book is a very useful resource for any one traveling to a foreign country because it provides unique in-depth insights to cultures. Thus, I encourage students to hang onto the book as a resource in dealing with customers from these countries. What I like about the current format is that the questions and the associated answers are infinite once you dig deeper into the metaphor and then start comparing/contrasting metaphors."--Brad Koch
"This is a fantastic book and I will continue to use it in whatever format."--Jennifer Basquiat
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About the Author
Martin J. Gannon (PhD, Columbia University) is Professor of International Management and Strategy, College of Business Administration, California State University, San Marcos (CSUSM). He is also Professor Emeritus, Smith School of Business, University of Maryland at College Park. At Maryland he held several administrative positions, including the Associate Deanship for Academic Affairs and the Founding Directorship of the Center for Global Business, and received the University's International Landmark Award. In 2014, Professor Gannon received the Outstanding Educator Award from the International Management Division of the Academy of Management. Professor Gannon has authored or co-authored nearly 100 articles and 13 books, some in multiple editions and translations. These include *Paradoxes of Culture and Globalization* (2008), *Handbook of Cross Cultural Management* (2001), *Dynamics of Competitive Strategy* (1992), *Managing without Traditional Methods: International Innovations in Human Resource Management* (1996) and *Ethical Dimensions of International Management* (1997). Professor Gannon has been the Senior Research Fulbright Professor at the Center for the Study of Work and Higher Education in Germany and the John F. Kennedy/Fulbright Professor at Thammasat University in Bangkok, and has served as a visiting professor at several Asian and European universities. He has also been a consultant to many companies, government agencies, and labor unions. Professor Gannon has lived and worked in more than 30 nations as a visiting professor, consultant, and trainer. For additional information on Professor Gannon, please visit his homepage at California State University, San Marcos: faculty.csusm.edu/mgannon

Rajnandini Pillai (PhD, State University of New York at Buffalo, 1994) is Professor of Management at the College of Business, California State University, San Marcos (CSUSM). She is also Executive Director and founding member of the Center for Leadership Innovation and Mentorship Building (CLIMB) at the university. Her areas of research interest are leadership and cross-cultural management. She has published her work on charismatic and transformational leadership, leadership and voting behavior, and cross-cultural differences in organizational justice in some of the leading journals in her field such as *The Leadership Quarterly*, *Journal of Management*, and the *Journal of International Business Studies*. She has also co-edited two books, *Teaching Leadership: Innovative Approaches for the 21st Century* (2003) and *Follower Perspectives on Leadership* (2007). She serves on the editorial boards of *The Leadership Quarterly* and *Group and Organization Management*. Rajnandini Pillai has held mid-level management positions in the banking industry in India, consulted with organizations in the United States on leadership effectiveness, and conducted workshops on leadership and global issues. She has received awards for excellence in teaching and research, including the College of Business Outstanding Professor Award, the Western Academy of Management Ascendant Scholar Award, the CSUSM President's Award for Scholarship and Creative Activity, and the Harry E. Brakebill Distinguished Professor Award.