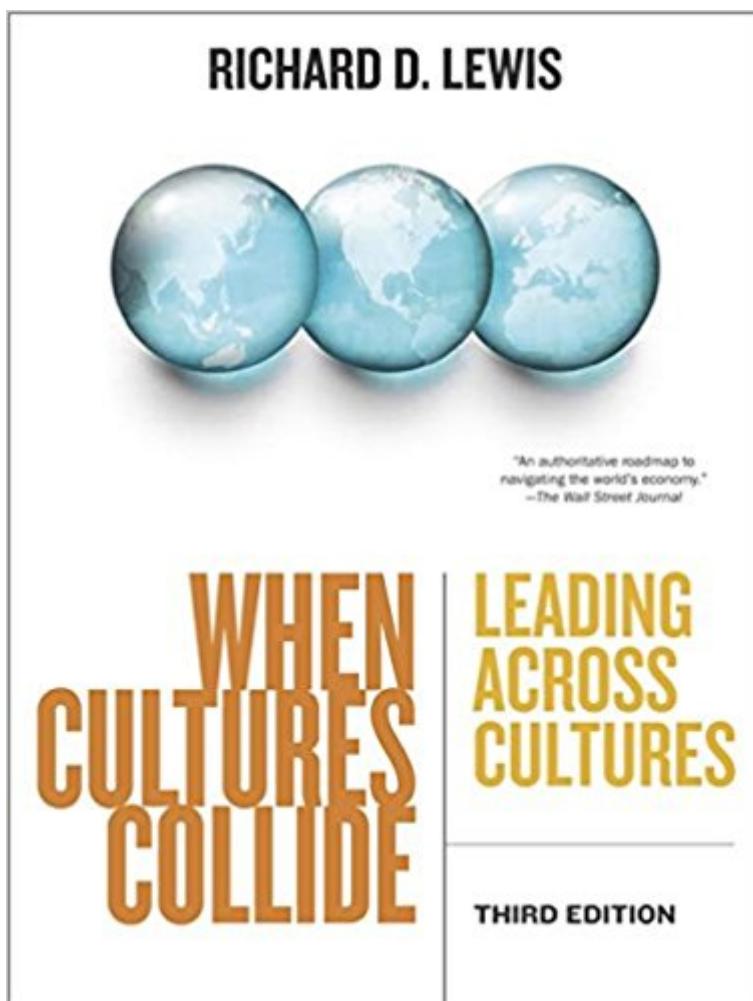


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# When Cultures Collide, 3rd Edition: Leading Across Cultures



## **Synopsis**

The successful managers for the next century will be the culturally sensitive ones. You can gain competitive advantage from having strategies to deal with the cultural differences you will encounter in any international business setting. Richard Lewis provides a guide to working and communicating across cultures, and explains how your culture and language affect the ways in which you think and respond. This revised and expanded edition in paperback of Richard Lewis's book provides an ever more global and practical guide not just to understanding but also managing in different business cultures. New chapters on more than a dozen countries - from Iraq, Israel and Pakistan to Serbia, Columbia and Venezuela - vastly broaden the range.

## **Book Information**

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## **Customer Reviews**

Lewis is a crosscultural expert who has now presented his wisdom in a highly readable book. •Evening Standard This eloquent, easy-to-read book covers everything you need to consider to create a structure that will allow your international team to succeed...Lewis brings theory to life through a number of engaging case studies, as well as his own personal experience... Lewis has achieved a fine balance between theory often delivered in a light-hearted and easy to remember way and tactical every day application. Whether your international team is 10 people or 10,000 people, the clear narrative provides valuable insight... This fascinating subject is crucial to the success of global business. •People Management Lewis provides urbane and knowledgeable guidance... Verdict: this book could mean the difference between winning and losing valuable

orders abroad. •The Director

In this completely revised and expanded new paperback edition, Richard Lewis has built on the international success of the first edition to provide a rich and enlightening global guide to working and communicating across cultures and countries. From India to Ireland, Mexico to Malaysia, Belgium to Brazil, this classic look at what it takes to succeed in international business examines in-depth how our own culture and language affect the ways in which we organize our world, think, feel, and respond. --This text refers to an out of print or unavailable edition of this title.

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.

"When Cultures Collide: Leading Across Cultures" by Richard D. Lewis is a fascinating study of people from 90 countries across 10 groups of cultures from all over the World. His meticulous study relates to: A. Different Countries in Different Worlds; B. Managing and Leading Different Cultures and C, Getting to Know Each Other. In this section he takes us through the 10 different cultural groups spreading from North to South and East to West. Having visited or worked in 31 of the 94 countries, over the last three decades, in my business career, I can relate totally with what Richard Lewis writes about. The details given in the book are startlingly real. In each country we read about their history. The cultures and values are given their due respect. Concepts of Leadership and Status are described to readers, so that one understands how important these are to achieve a successful business relationship. This continues into sections on Cultural Factors in Communication that are a true benchmark for anyone who is learning on how and what to do in such complex environments. The importance of understanding the basic cultures and values in countries where, say Europeans, have either migrated some years back or gone there to take up a position, is addressed with knowledge and understanding. In my experience working in African, Asian and Latin American countries, one cannot overemphasize the importance of what Richard Lewis writes about.

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!

Great read for a regular Joe; overall an easy read and entertaining. A lot of observations about other cultures are worded in the simplest way, full of those "Ah ha..." moments. An even a better read for those who are in contact (or expecting contact) with people of different culture backgrounds; how to conduct business, what to expect, to avoid, and most importantly to do. Would highly recommend.

When Cultures Collide is a handy cross-cultural reference book to have when you are required to adapt interpersonally in order to get things done with others from around the globe. I've been fortunate to travel around the world and LIVE (not just visit) on four continents. A cursory review of Lewis' written observations of those cultures I've interacted with proved insightful. I've not yet worked out how to read the Communication Pattern diagrams, though, which was a key feature of why I bought the book. It would have proved helpful if Lewis provided an up front, user friendly explanation of how these "work."

A must. But remember to use it at work!

Great book! Easy read but keep you entertained from cover to cover. I highly recommend this book if you're taking any statistics class!

Loved this book. It contains a lot of information about culture and negotiation styles. Helps the reader to prepare/ interpret better.

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