



Cultural DNA: The Psychology of Globalization

By Gurnek Bains

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Cultural DNA: The Psychology of Globalization, Gurnek Bains, Develop deeper cultural intelligence to thrive in a globalized world. Cultural DNA is a thought provoking book for successful engagement with cultures around the world. Written by Gurnek Bains, founder and chairman of a global business psychology consultancy, this book guides leaders through the essential soft skills required to get under the skin and engage an increasingly connected world. Presenting ground breaking original research and the latest evidence from neuroscience, behavioral genetics, and psychology, the deepest instincts of eight key global cultures are dissected. Readers will understand the psychological themes at play in regions such as the U.S., Latin America, Europe, China, India, the Middle East, Sub-Saharan Africa and Australia. Additionally, an extensive database of 30,000 leaders provides insights to inform the reader. The book addresses questions such as: * What are the challenges for leaders from different regions as they move into onto the global stage? * Why are Americans so positive? * Why is China a world leader in manufacturing and India in IT? * Why do overseas firms struggle in the U.S. market place? * What are the...



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