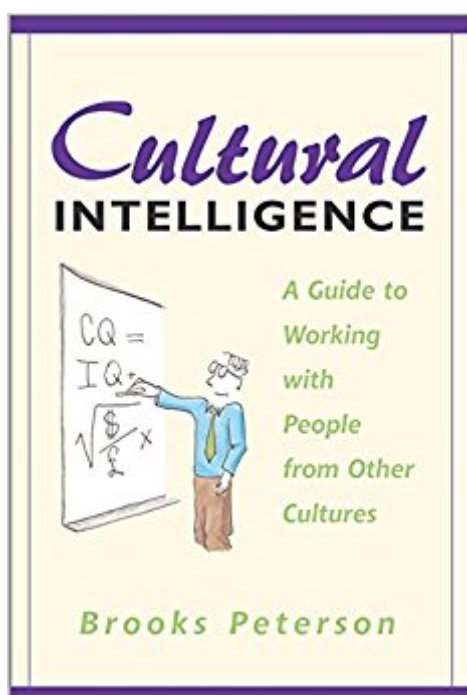


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# Cultural Intelligence: A Guide To Working With People From Other Cultures



## Synopsis

Whether traveling abroad or working at home, businesspeople routinely face challenges when it comes to understanding the culture of others. When misunderstandings occur, relationships suffer. The good news is that cultivating cultural intelligence is a skill that can be learned, and Brooks Peterson tells you how. Packed with dozens of engaging stories, case examples and humorous contemporary cartoons, Culture Intelligence is the perfect antidote for overcoming cross-cultural differences, improving workplace communication, building solid business relationships and contributing positively to your organization's bottom line. More than 15,000 people have used the Peterson Cultural Style Indicator. Here, Dr. Peterson defines what cultural intelligence is and explores the skills and characteristics required to work effectively with international clients, customers and business partners--or inside any team, department or organization with a rich mix of cultural perspectives. Using a set of twenty business-oriented dimensions, the author helps you examine your own cultural style and determine that of others in six vital areas: management, strategy, planning, personnel, communication and reasoning. The crowning piece is a powerful set of key action steps for increasing your own cultural intelligence.

## Book Information

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## Customer Reviews

Basic tenet on learned cultural intelligence is summarized well. Thoughtful tools and useful chapter on using your own language better. [Edge Magazine](#) An accessible, fascinating book, packed with useful, useable advice that no one who works internationally should

ignore. This book contains much needed practical material and relevant advice for the professional in today's global environment. Written in clear and easy-to-understand language, it's the most approachable culture book I've read.

Angela Qin Zhang, Regional Sales Manager, Asia Pacific, Archer Daniels Midland Company

Cultural Intelligence offers a refreshing departure from traditional discussions of 'diversity' and presents the business case for understanding and building cultural intelligence.

A must-read for HR professionals and their clients.

Raelyn Trendel, Senior Human Resources Representative, Target Corporation

Brooks Peterson is founder and president of Across Cultures Inc., an international consulting firm serving global leaders. An experienced cross-cultural trainer, researcher and graduate-level educator, he has lived and traveled extensively around the world and now lives and works in Minneapolis. He is the creator of a variety of tools and resources for internationally focused businesspeople, including the widely used Peterson Cultural Style Indicator.

I have been working for over three decades and up until 2 years ago was blissfully ignorant of the joys and tribulations of working with people from another nation. I was sent to the UK for two weeks and returned home extremely frustrated as I felt that we had gotten nothing done. As long as I was there I was planning on getting done what I thought I had been sent to do. In typical fashion, when on a deadline (mine not theirs), I was expecting to work late and on the weekend. Well no, they left on time and definitely were not working the weekend. Hmmm. Really enjoyed working with them but my rush was definitely not their rush. But enough of that...now this little gem would have helped to set the stage for that trip and I only wish I would have had it to prepare me somewhat for working with people who speak the same language but approach work with a different attitude. It is eye opening and I know it will help in the future as I am exposed to other cultures and nationalities.

This is the perfect combination of popularly presented information with enough scholarly backup to make it legitimate. It was exactly what I needed to prepare a presentation at an international engineering conference where the interest was in more practical approaches rather than academic research.

This is a wonderful book and I get different insights every time I read it. The book describes the basic scale which creates a knowledge about how to understand culture difference, the awareness on self and other's styles in workplace, and the skills and behaviors in handling different situations.

A great book on cross culture management for business.

The majority of this book feels a little redundant and obvious, but the book tries to teach some very valuable lessons, which I can appreciate.

It was on my suggested reading list. It arrived safely and on time. I thought the content was a little below the level I'd have liked, but that is my personal preference.

It is a good introduction to cultural awareness, but the kindle version is full of typos. Simple things like repeating the same word or phrase over phrase over.

The book is easy to read and understand . It also has helpful tools to analyze and assess one's strong and weak areas and tips on how to strengthen one's weaknesses.It is not a highly scholastic book and some might view it as toobasic.

One of the best books that I have ever owned. Love it. Thanks.

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