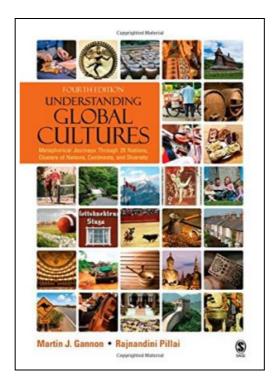
# Understanding Global Cultures: Metaphorical Journeys Through 29 Nations, Clusters of Nations, Continents, and Diversity (Paperback)



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#### Reviews

Complete guideline for publication fans. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Llewellyn Terry)

## UNDERSTANDING GLOBAL CULTURES: METAPHORICAL JOURNEYS THROUGH 29 NATIONS, CLUSTERS OF NATIONS, CONTINENTS, AND DIVERSITY (PAPERBACK)



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SAGE Publications Inc, United States, 2009. Paperback. Condition: New. 4th Revised edition. Language: English. Brand New Book. In summary, this is a significant book of a multitude of audiences, including scholars, practitioners, students, expatriates, travelers, and those who are simply interested in culture. This book is also an ideal reference tool, since the metaphors are easy to remember yet rich in contextual value, and are presented in a logical structure for quick consultation. Overall, this book is enormously appealing, genuinely useful, and a worthy addition to any collection - Thunderbird International Business Review (for the Third Edition). Authors Martin J. Gannon and Rajinini Pillai present the cultural metaphor as a method for understanding the cultural mindsets of a nation, clusters of nations, and even continents. The fully updated fourth edition continues to emphasize that metaphors are guidelines to help outsiders quickly understand what members of a culture consider important. This new edition includes a new part structure, three completely new chapters, and major revisions to chapters on American football, Russian ballet, and the Israeli kibbutz.

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