

Understanding **GLOBAL CULTURES**

6e

METAPHORICAL JOURNEYS THROUGH
34 NATIONS, CLUSTERS OF NATIONS,
CONTINENTS, & DIVERSITY

Martin J. Gannon
Rajnandini Pillai



Understanding Global Cultures

Martin J. Gannon, Rajnandini Pillai



Understanding Global Cultures:

Understanding Global Cultures Martin J. Gannon, Rajnandini Pillai, 2010 This is a significant book for 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 2002 In *Understanding Global Cultures Fourth Edition* 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 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 New and Continuing Features Emphasizes clusters of national cultures and variations within each cluster as well as both topic oriented authority ranking cultures market pricing cultures etc and cluster focused descriptions Includes three new parts India Shiva and Diversity Scandinavian Egalitarian Cultures Sweden Denmark and Finland and Other Egalitarian Cultures including Canada and Germany Provides three completely new chapters Finnish Sauna Kaleidoscopic India and Diversity and a final integrative summary chapter Integrates chapters through the frameworks of the GLOBE study the Hofstede study Hall and Kluckhohn and Strodbeck Highlights religious and ethnic diversity throughout Ancillaries Instructor Resources are available on a password protected website at www.sagepub.com/gannon4instr These include applications discussion questions model examinations 100 exercises and suggested syllabi Qualified instructors may contact Customer Care to receive access to the site *Understanding Global Cultures Metaphorical Journeys Through 29 Nations Clusters of Nations Continents and Diversity* is appropriate for courses in International Business and Management Strategic Management and Planning and Cultural Studies

Understanding Global Cultures Martin J. Gannon, Rajnandini Pillai, 2015-02-16 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

Understanding Global Cultures Martin J. Gannon, 2004 *Understanding Global Cultures Third Edition* presents the cultural

metaphor as a method for understanding the cultural mindsets of a nation a cluster of nations and even of a continent This method involves identifying some phenomenon activity or institution of a culture that all or most of its members consider important and with which they identify closely Metaphors are not stereotypes rather they rely upon the features of one critical phenomenon of a culture to describe the entire culture The characteristics of the metaphor then become the basis for describing and understanding the essential features of the culture For example the Italians invented the opera and love it passionately Five key characteristics of the opera are the overture spectacle and pageantry voice externalization and the interaction between the lead singers and the chorus These features are used to describe Italy and its cultural mindset Thus the metaphor is a guide or map that helps such outsiders as students travelers and managers on short term and long term assignments understand quickly what members of a culture consider important

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Understanding Global Cultures Martin J. Gannon,2001 The First Edition of this book introduced a new method the cultural metaphor for understanding the cultural mindset of a nation and comparing it to other nations This new edition develops the method and applies it to a fascinating range of 23 case studies of countries in Europe the Middle East Asia and North and South America

Understanding Global Cultures Martin J. Gannon,2010 From the Publisher In Understanding Global Cultures Fourth Edition 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 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 New and Continuing Features Emphasizes clusters of national cultures and variations within each cluster as well as both topic oriented authority ranking cultures market pricing cultures etc and cluster focused descriptions Includes three new parts India Shiva and Diversity Scandinavian Egalitarian Cultures Sweden Denmark and Finland and Other Egalitarian Cultures including Canada and Germany Provides three completely new chapters Finnish Sauna Kaleidoscopic India and Diversity and a final integrative summary chapter Integrates chapters

through the frameworks of the GLOBE study the Hofstede study Hall and Kluckhohn and Strodbeck Highlights religious and ethnic diversity throughout Understanding Global Cultures Martin J. Gannon,1994-01-24 With a unique perspective on global multiculturalism and diversity this book introduces a new method the cultural metaphor for understanding easily and quickly the cultural mindset of a nation and comparing it to other nations Martin J Gannon identifies a key aspect of a nation s culture that most exemplifies the essence of that country The characteristics of that metaphor become the basis for describing and understanding the cultural mindset of a society the manner in which its members think feel and behave simply because they are members of that culture 17 nations are examined in this manner Understanding Global Cultures is challenging provocative and essential reading for scholars students and international business and policy professionals who must come to grips with today s global environment **Understanding Global Cultures: Metaphorical Journeys Through 31 Nations, Clusters of Nations, Continents, and Diversity** Martin J. Gannon,Rajnandini Pillai,2013 In Understanding Global Cultures Fifth Edition authors Martin J Gannon and Rajnandini Pillai present the cultural metaphor any activity phenomenon or institution with which the members of a given culture identify emotionally or cognitively as a method for understanding the cultural mindsets of individual nations clusters of nations and even continents The book shows how metaphors are guidelines to help outsiders quickly understand what members of a culture consider important The fully updated Fifth Edition includes 31 nation specific chapters including a new Part XI on popular music as cultural metaphors two completely new chapters on Vietnam and Argentina revisions to all retained chapters and a more explicit linkage between each cultural metaphor and current economic and business developments in each nation **Bundle: Gannon: Understanding Global Cultures 6e + Gannon: Paradoxes of Culture and Globalization** Martin J. Gannon,2015-06-26 Understanding Global Cultures Sixth Edition 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 Paradoxes of Culture and Globalization What is a paradox Why are cross cultural paradoxes essential for understanding the changes that are occurring because of globalization Encompassing a wide variety of areas including leadership cross cultural negotiations immigration religion economic development and business strategy Paradoxes of Culture and Globalization develops cross cultural paradoxes essential for understanding globalization **World Communication** ,1994

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