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For Immediate Release

Cultural Intelligence

People Skills for Global Business

By David C. Thomas and Kerr Inkson

Does Your CQ Measure Up?

In today's polyglot world managers need to be prepared to do business with people from all kinds of cultures—both abroad and at home. Although there are many books available on how to do business in other countries, it's usually not possible for managers to learn the particular customs and traits of every culture they might encounter in the course of their business. This is because of the subtlety of cultural variations across and within ethnic groups and the sheer magnitude of the agenda. What is needed is a systematic way to approach the tremendous variety of interactions that business people face in different cultures across the globe everyday.

Cultural Intelligence: People Skills for Global Business teaches a specific set of techniques that will enable managers to function effectively in any culture. Authors David C. Thomas and Kerr Inkson do not provide a list of specific cultural “do's and don'ts”. Instead, they show how to acquire the kinds of universal global people skills that will allow managers to adapt quickly to, and thrive in, any cultural environment.

Everybody has heard of IQ, the measure of the ability to reason. More recently people have become familiar with EQ—emotional intelligence. Cultural intelligence, or CQ, is a new idea that builds on these earlier concepts, while incorporating the capability to interact effectively across cultures.

Cultural Intelligence helps readers acquire a basic understanding of the wide-ranging effects of culture on behavior. They will discover how to disable the “cultural cruise control” that makes them unaware of how their own culture affects their perceptions, and instead learn to pay careful attention, in a reflective and creative way, to cues in cross-cultural situations. Over time, readers will develop a repertoire of behavioral skills appropriate to different intercultural situations and will be able to choose the right ones for a given interaction.

Illustrated throughout with real-life stories depicting what is and is not culturally intelligent behavior, ***Cultural Intelligence*** will help business-people everywhere to become more effective in making decisions, communicating and negotiating across cultures, leading and motivating others who are culturally different, and managing their international careers.

More

*“There is no time in history when the need for cross-cultural skills has been more critical. David Thomas and Kerr Inkson's new book, **Cultural Intelligence**, therefore, could not be more relevant. Not only does it help managers understand the world's people better, it coaches all of us on how to live and work more effectively in a world economy that no longer recognizes nor understands borders.”*

—Dr Nancy J. Adler, Professor of International Management, McGill University, Montreal, Canada, Author of *From Boston to Beijing: Managing with a Worldview*

“Thomas and Inkson have done a very good job in explaining the need to understand cultural differences and how to cope with them. A must read for anyone who wants to survive and thrive in a globalized world economy.”

—Rosalie L. Tung, PhD, FRSC, Ming & Stella Wong Professor of International Business, Simon Fraser University, 2003-2004 President, Academy of Management

“The authors have tackled a fundamental and critical issue for global business practices in this book. The idea of cultural intelligence is both timely and an important step forward in the practice of global management. Their examples used throughout the book are useful and practical and Thomas and Inkson have done an outstanding job of relating this key concept to various areas of business.”

—Professor Christopher Earley, Chair, Organizational Behavior London Business School

“Effective cross-cultural relations is one, if not the major, business issue arising out of globalization. Through excellent examples and understanding of national cultures, the reader learns not just why to appreciate cultural differences, but how to behave to optimize international business results.”

—David Irving, Former CEO of Heinz-Wattie

DAVID C. THOMAS is professor of international management at Simon Fraser University, Canada. He is the author of *Essentials of International Management: A Cross-Cultural Perspective* and *Managing Relationships in Transition Economies*. He was formerly a vice president with NationsBank (now Bank of America).

KERR INKSON is professor of management at the Auckland campus of Massey University, New Zealand. He is the author of nine books, including *Theory K*, the bestselling management book in New Zealand's history, and *Management: New Zealand Perspectives*.

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