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Understanding Global Cultures Metaphorical Journeys

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.

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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.

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This book, a best-seller in its first edition, uses cultural metaphors to help students and managers understand, describe, and compare national cultures. In addition to expanding the number of countries covered, the author introduces new conceptual frameworks for classifying cultures based on the works of Triandis, Fiske, and Huntington. These frameworks support students as they develop an

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Understanding Global Cultures: Metaphorical Journeys Through 29 Nations, Clusters of Nations, Continents, and Diversity. " 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.

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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 ...

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Gannon, M. & Pillai, R. (2010). Understanding cultural metaphors. In Understanding global cultures: Metaphorical journeys through 29 nations, clusters of nations, continents, and diversity (pp. 3-22). Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781452224886.n1. Gannon, Martin and Rajnandini Pillai.

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Understanding Global Cultures: Metaphorical Journeys ...
Understanding global cultures: metaphorical journeys through 28 nations, clusters of nations, and continents 2004, Sage Publications in English - 3rd ed.

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This book, a best-seller in its first edition, uses cultural metaphors to help students and managers understand, describe, and compare national cultures. In adding countries covered, the author introduces new conceptual frameworks for classifying cultures based on the works of Triandis, Fiske, and Huntington.

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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, 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

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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.

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.

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

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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.

This book, a best-seller in its first edition, uses cultural metaphors to help students and managers understand, describe, and compare national cultures. In addition to expanding the number of countries covered, the author introduces new conceptual frameworks for classifying cultures based on the works of Triandis, Fiske, and Huntington. These frameworks support students as they develop an increased awareness of various cultures and begin the challenging process of integrating cultural and economic perspectives.

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The often-overlooked views of political scientists and journalists who conceive of the world in terms of zero-sum games are explored, as are the issues of the symbolism associated with cultural metaphors. The book concludes with a description of specific uses of cultural metaphors or metaphorical applications."--BOOK JACKET.

From the Publisher: In Understanding Global Cultures, Fourth Edition, authors Martin J. Gannon and Rajnandini Pillai present

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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 Strodtbeck. Highlights religious and ethnic diversity throughout.

The 71 exercises in this book can help you provide students and trainees with the practical experience and knowledge needed to succeed in real-world situations. Drawing from over 15 years of cross-cultural training experience, the author has assembled a diverse number of engaging exercises that can be quickly implemented with minimal effort. Self-administered questionnaires, case studies, culture-focused interviews, and pro and con debates are just a few of the wide range of activities you can use to enrich the classroom.

Taking an integrative, interdisciplinary approach to the coverage of managerial issues, functions, practices and problems, the text provides a view of international management beyond intercultural issues.

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