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Clotaire Rapaille examines how different cultures view products, events, and concepts. Rapaille argues each product makes a unique imprint on members of any given culture. This imprint can be described in only a few words.

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The author defines The Culture Code as: the unconscious meaning we apply to any given thing—a car, a type of food, a relationship, even a country—via the culture in which we are raised. The author tries to decode the codes of different cultures in order to help companies to market their product aligning their marketing strategy with their codes.

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An internationally revered cultural anthropologist and marketing expert reveals techniques, perfected over three decades of working with Fortune 100 companies, that can help companies decode the most powerful symbols within a culture, and understand why each culture behaves the way they do. Reprint. 25,000 first printing.

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Why are people around the world so very different? What makes us live, buy, even love as we do? The answers are in the codes. In *The Culture Code*, internationally revered cultural anthropologist and marketing expert Clotaire Rapaille reveals for the first time the techniques he has used to improve profitability and practices for dozens of Fortune 100 companies. His groundbreaking revelations shed light not just on business but on the way every human being acts and lives around the world. Rapaille's breakthrough notion is that we acquire a silent system of codes as we grow up within our culture. These codes—the Culture Code—are what make us American, or German, or French, and they invisibly shape how we behave in our personal lives, even when we are completely unaware of our motives.

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What's more, we can learn to crack the codes that guide our actions and achieve new understanding of why we do the things we do. Rapaille has used the Culture Code to help Chrysler build the PT Cruiser—the most successful American car launch in recent memory. He has used it to help Procter & Gamble design its advertising campaign for Folger's coffee – one of the longest lasting and most successful campaigns in the annals of advertising. He has used it to help companies as diverse as GE, AT&T, Boeing, Honda, Kellogg, and L'Oréal improve their bottom line at home and overseas. And now, in *The Culture Code*, he uses it to reveal why Americans act distinctly like Americans, and what makes us different from the world around us. In *The Culture Code*, Dr. Rapaille decodes two dozen of our most fundamental archetypes—ranging from sex to money to

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health to America itself—to give us “a new set of glasses” with which to view our actions and motivations. Why are we so often disillusioned by love? Why is fat a solution rather than a problem? Why do we reject the notion of perfection? Why is fast food in our lives to stay? The answers are in the Codes. Understanding the Codes gives us unprecedented freedom over our lives. It lets us do business in dramatically new ways. And it finally explains why people around the world really are different, and reveals the hidden clues to understanding us all.

An internationally revered cultural anthropologist and marketing expert reveals techniques, perfected over three decades of working with Fortune 100 companies, that can help companies decode the most powerful symbols within a culture, and understand why each culture

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Understand Why People Behaves the way they do. Reprint. 25,000 first printing.

With an abundance of data and evidence, *Move UP* explores the societal and biological factors that determine whether cultures are able to ascend socially, economically and intellectually. This provocative, ambitious and entertaining book devises a formula that will allow countries and individuals to assess their own potential for upward mobility. Drawing on science and statistics as much as on human instinct and emotion, *Move UP* reconsiders the modern world with a motion to improving it.

"Coyle spent three years researching the question of what makes a successful group tick, visiting some of the world's most productive groups--including Pixar, Navy SEALs, Zappos, IDEO, and the San

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Antonio Spurs. Coyle discovered that high-performing groups ... generate three key messages that enable them to excel: 1. Safety (we are connected), 2. Shared risk (we are vulnerable together), 3. Purpose (we are part of the same story)"--

Meet the seven samurai of metaphor in this provocative follow-up to *How Customers Think*. Jerry and Lindsay Zaltman explain how and why we use deep metaphors, which the authors define as any form of non-literal representation so deeply embedded in a person's thought processes that the person is unconscious of using it. Focusing on the seven metaphors - balance, connection, container, control, journey, resource, and transformation--the Zaltmans show how deep metaphors unconsciously pervade and shape our lives. If we recognise them and understand their power over us, we can use them more

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purposefully to improve the quality of customer relationships and market research and to challenge such pervasive business practices as market segmentation.

Most important, deep metaphors can help prompt deeper thinking about key issues in business, where much thought is usually shallow, transient, and insight-free. To demonstrate the possibilities, the Zaltmans use an array of everyday stories from their research. The authors also share images collected through, or created by consumers during, their research to reveal insights better expressed through pictures than words.

This popular text addresses the core issues and concerns of intercultural communication by integrating three different perspectives: the social psychological, the interpretive, and the critical. The dialectical framework,

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integrated throughout the book, is used as a lens to examine the relationship of these research traditions. This text is unique in its emphasis on the importance of histories, popular culture, and identities. The new edition features expanded discussion on globalization, computer-mediated technologies, and the role of religion in global and domestic contexts and how they relate to intercultural communication.

An international business expert helps you understand and navigate cultural differences in this insightful and practical guide, perfect for both your work and personal life. Americans precede anything negative with three nice comments; French, Dutch, Israelis, and Germans get straight to the point; Latin Americans and Asians are steeped in hierarchy; Scandinavians think the best boss is just

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one of the crowd. It's no surprise that when they try and talk to each other, chaos breaks out. In *The Culture Map*, INSEAD professor Erin Meyer is your guide through this subtle, sometimes treacherous terrain in which people from starkly different backgrounds are expected to work harmoniously together. She provides a field-tested model for decoding how cultural differences impact international business, and combines a smart analytical framework with practical, actionable advice.

A boy, a science project and an answer to a critical problem. During monsoon season in Bangladesh, Iqbal's mother must cook the family's meals indoors, over an open fire, even though the smoke makes her and the family sick. So when Iqbal hears that his school's science fair has the theme of sustainability, he comes up with the

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perfect idea for his entry: he'll design a stove that doesn't produce smoke! Has Iqbal found a way to win first prize in the science fair while providing cleaner air and better health for his family at the same time? Sometimes it takes a kid to imagine a better idea — make that an ingenious one!

"Spreadable Media" maps fundamental changes taking place in the contemporary media environment, a space where corporations no longer tightly control media distribution. This book challenges some of the prevailing frameworks used to describe contemporary media.

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