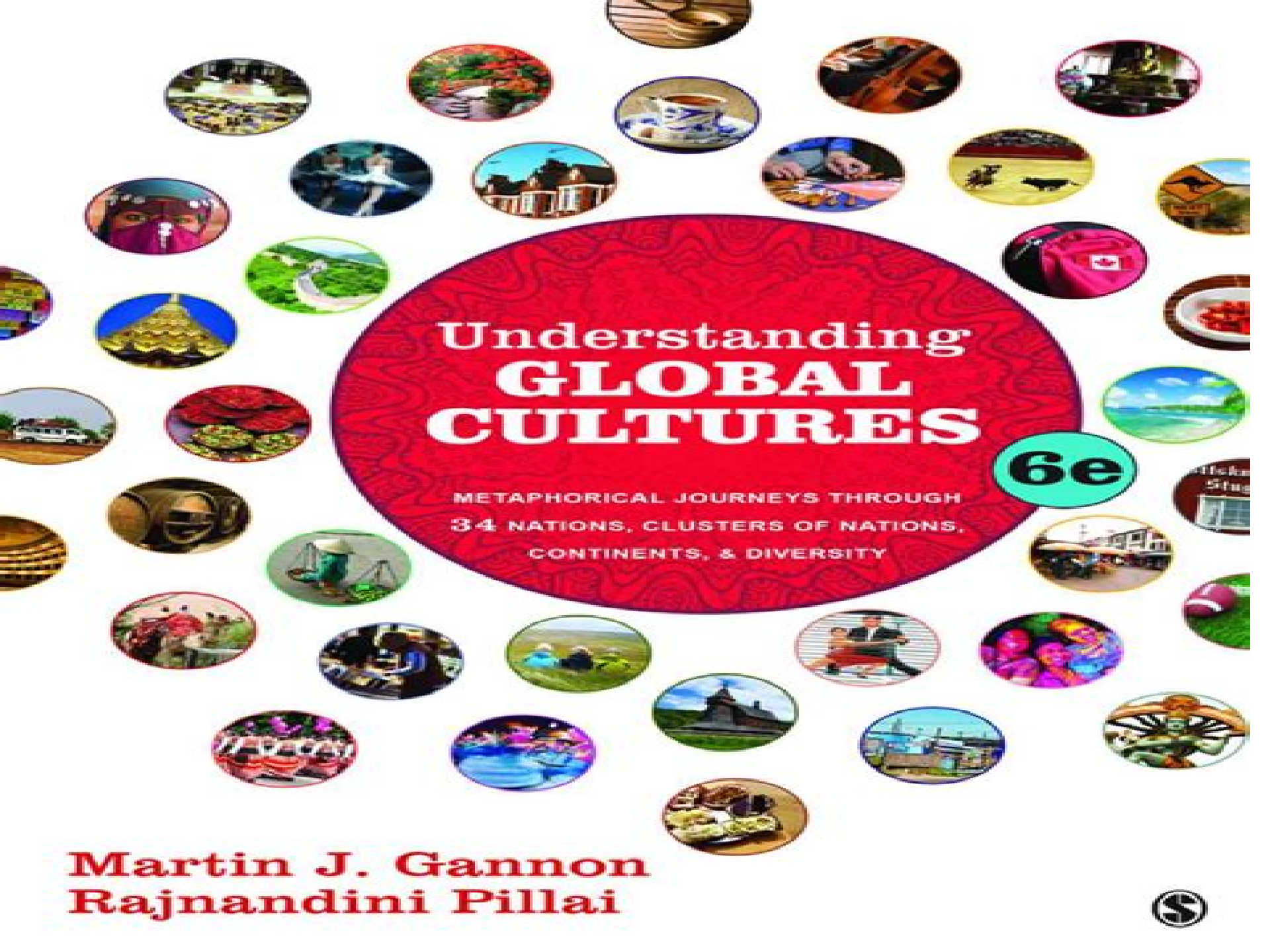




Understanding **GLOBAL** CULTURES

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

6e

Martin J. Gannon
Rajnandini Pillai



Understanding Global Cultures

Kenneth Nehrbass



Understanding Global Cultures:

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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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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, 1994-01-11 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

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God's Image and Global Cultures Kenneth Nehrbass, 2016-08-26

Globalization has raised numerous questions about theology and culture for Christians How should we respond to outsourcing and immigration How does anti Western sentiment affect the proclamation of the gospel What is the role of the church in society This book argues that Christians will be most fulfilled and most effective if they embrace their cultural activity rather than feel ambivalent about it The central question of this book is how does bearing God s image relate to cultural activity Nehrbass explains that spheres of culture such as political technological and social structures are systems that God has instilled in humans as his image bearers so that they can glorify and enjoy him forever Therefore a theology of culture involves recognizing that the kingdom of God encompasses heaven and Earth rather than pitting heaven against Earth The text surveys anthropological explanations for humanity s dependence on culture and shows that each explanation provides only partial explanatory scope The most satisfying explanation is that a major functional aspect of bearing God s image is engaging in culture since the Trinity has been eternally engaged in cultural functions like ruling communicating and creating Each chapter contains a summary and questions about what it means to be a world changer in the twenty first century

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Managing Across Cultures Pat Joynt, Malcolm Warner, 1996 This reader brings together international writers to comment on cross cultural management It should lay the foundations for research and debate in the field showing how management thinking has changed and adapted to new cross cultural issues

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