



Cultural Intelligence: A Guide to Working with People from Other Cultures

By Brooks Peterson

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By Brooks Peterson

Whether traveling abroad or working at home, businesspeople routinely face challenges when it comes to understanding the culture of others. When misunderstandings occur, relationships suffer. The good news is that cultivating cultural intelligence is a skill that can be learned, and Brooks Peterson tells you how.

Packed with dozens of engaging stories, case examples and humorous contemporary cartoons, *Culture Intelligence* is the perfect antidote for overcoming cross-cultural differences, improving workplace communication, building solid business relationships and contributing positively to your organization's bottom line. More than 15,000 people have used the Peterson Cultural Style Indicator. Here, Dr. Peterson defines what cultural intelligence is and explores the skills and characteristics required to work effectively with international clients, customers and business partners--or inside any team, department or organization with a rich mix of cultural perspectives.

Using a set of twenty business-oriented dimensions, the author helps you examine your own cultural style and determine that of others in six vital areas: management, strategy, planning, personnel, communication and reasoning. The crowning piece is a powerful set of key action steps for increasing your own cultural intelligence.

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Editorial Review

Review

Basic tenet on learned cultural intelligence is summarized well. Thoughtful tools and useful chapter on using your own language better. **Edge Magazine**

“An accessible, fascinating book, packed with useful, useable advice that no one who works internationally should ignore.” **IGM Notepad**

This book contains much needed practical material and relevant advice for the professional in today's global environment. Written in clear and easy-to-understand language, it's the most approachable culture book I've read. **Angela Qin Zhang, Regional Sales Manager, Asia Pacific, Archer Danieals Midland Company**

Cultural Intelligence offers a refreshing departure from traditional discussions of 'diversity' and presents the business case for understanding and building cultural intelligence—a must-read for HR professionals and their clients. **Raelyn Trendle, Senior Human Resources Representative, Target Corporation**

About the Author

Brooks Peterson is founder and president of Across Cultures Inc., an international consulting firm serving global leaders. An experienced cross-cultural trainer, researcher and graduate-level educator, he has lived and traveled extensively around the world and now lives and works in Minneapolis. He is the creator of a variety of tools and resources for internationally focused businesspeople, including the widely used Peterson Cultural Style Indicator.

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