



# When Cultures Collide: Managing Successfully Across Cultures

*By Richard D. Lewis*

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**When Cultures Collide: Managing Successfully Across Cultures** By Richard D. Lewis

Richard Lewis provides a truly global and practical guide to working and communicating across cultures, with penetrating insights into how different business cultures accord status, structure their organizations, and view their role of leaders.

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### Editorial Review

#### Review

Instructive and highly entertaining, an invaluable insight for the global business manager... highly recommended. As indispensable as your passport. -- *Chartered Secretary*

Nobody knows better than Richard Lewis, Chairman of a company with offices in more than 30 countries, that people have different cultural characteristics that affect the way they do business... An authoritative roadmap to navigating the world's economy. -- *Wall Street Journal*

Richard Lewis has been crossing cultures for 30 years and knows the secret of success when East and West do business. -- *Asia Magazine*

Simply the finest book on the market to date. -- *Dr John L Keifer, Director, Centre for International Business Education & Development, Ohio University*

#### From the Publisher

In this completely revised and expanded new paperback edition, Richard Lewis has built on the international success of the first edition to provide a rich and enlightening global guide to working and communicating across cultures and countries. From India to Ireland, Mexico to Malaysia, Belgium to Brazil, this classic look at what it takes to succeed in international business examines in-depth how our own culture and language affect the ways in which we organize our world, think, feel, and respond.

#### About the Author

Richard Lewis is the chairman of Richard Lewis Communications, an international institute of cross-cultural and language training with offices in over 30 countries. He founded the quarterly magazine *Cross Culture* in 1989 and is heavily involved in the intercultural field, lecturing in countries from Finland to Hong Kong and working with companies as diverse as Fiat, IBM, Nokia, Andersen Consulting and Nestle. He lives near Winchester, and is one of Britain's foremost linguists, speaking 12 languages - and spent 5 years in Japan, where he was tutor to the Imperial Family.

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