

Understanding Global Cultures

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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

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 overall this book is enormously appealing genuinely useful and a worthy addition to any collection thunderbird international business review 2002 in understanding global cultures fourth edition 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 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 strodbeck highlights religious and ethnic diversity throughout ancillaries instructor resources are available on a password protected website at sagepub com gannon4instr these include applications discussion questions model examinations 100 exercises and suggested syllabi 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

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

an anthology of 62 stories from around the non euro american world providing new definitions of cultural diversity and commonality and an invaluable tool for teachers responding to the growing need for multicultural literature over the past two decades sweeping political changes and burgeoning new technologies have resulted in communities being increasingly defined in global as well as regional and national terms although the intellectual terra nova of world cultures remains largely uncharted this anthology of sixty two stories from around the non euro american world provides what elisabeth young bruehl calls an introductory map to the great wealth of literary works now being produced in at once the particular settings of the writers experiences and the global setting young bruehl finds that while the cultural diversity the stories exemplify is amazing so too is the similarity in thematic terms of the concerns that this diversity presents thus she organized global cultures thematically to highlight and clarify how these worldwide cultures both converge and diverge a comprehensive general introduction outlines forces behind the transnational approach to literary study and chapter introductions contextualize each story stories from india cuba south africa and uruguay are connected by the theme of exile and immigration tales from nigeria guatemala cameroon and egypt share a theme of political violence and civil uprisings works from taiwan chile jamaica and syria describe commonalities of women facing effects of modernization prejudice war and immigration global cultures contributes to the fast growing body of contemporary short fictions newly available in english and is an invaluable resource to meet the need for multicultural literature

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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the first edition of this book introduced a new method the cultural metaphor for understanding the cultural mindset of a nation and comparing it to other nations this new edition develops the method and applies it to a fascinating range of 23 case studies of countries in europe the middle east asia and north and south america

although the great anti cult crusade links new religious movements to dangerous cults brainwashing and the need for deprogramming karla poewe and irving hexham argue that many cults are the product of a dynamic interaction between folk religions and the teachings of traditional world religions drawing on examples from africa the united states asia and europe they suggest that few new religions are really new most draw on rich if localized cultural traditions that are shaped anew by the influence of technological change and international linkages with the widespread loss of belief in biblical mythology in the nineteenth century new mythologies based on science and elements derived from various non western religious traditions emerged leading to the growth and popularity of new religions and cults

this book brings together a series of new and historical case studies to show how different phases of globalization are transforming the built environment taking a broad interdisciplinary approach the author draws on sociological geographical cultural and postcolonial studies to provide a critical account of the development of three key concepts global culture post colonialism and modernity subsequent case studies examine how global economic political and cultural forces shape the forms of architectural and urban modernity in globalized suburbs and spaces in major cities worldwide the first book to combine global and postcolonial theoretical approaches to the built environment and to illustrate these with examples spaces of global cultures argues for a more historical and interdisciplinary understanding of globalization one that places material space and the built environment at the centre and calls for new theories to address new conditions

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

the publication of murdock s ethnographic atlas in 1967 marked the first time that descriptive information on the peoples of the world primitive historical and contemporary had been systematically organized for the purposes of comparative research in this volume murdock has completely revised this work selecting 563 societies that are most fully and accurately described in ethnographic literature the identification of each society gives its geographical coordinates and date its identifying number in the ethnographic atlas and an indication of whether it is included in the human relations area files or the standard cross cultural sample in addition bibliographical references are offered for each society the information and suggested research techniques will be of value to comparativists in anthropology history political science psychology and sociology most importantly it offers a simple method for choosing a valid sample of the world s known societies for cross cultural research

paul hopper leads the reader through the varied issues associated with globalization and culture including deterritorialization cosmopolitanism cultural hybridization and homogenization as well as claims that aspects of globalization are provoking cultural resistance

books on intercultural communication are rarely written with an intercultural readership in mind in contrast this multinational team of authors has put together an introduction to communicating across cultures that uses examples and case studies from around the world the book further covers essential new topics including international conflict social networking migration and the effects technology and mass media play in the globalization of communication written to be accessible for international students too this text situates communication theory in a truly global perspective each chapter brings to life the links between theory and practice and between the global and the local introducing key theories and their practical applications along the way you will be supported with first rate learning resources including theory corners with concise boxed out digests of key theoretical concepts case illustrations putting the main points of each chapter into context learning objectives discussion questions key terms and further reading framing each chapter and stimulating further discussion a companion website containing resources for instructors including multiple choice questions presentation slides exercises and activities and teaching notes this book will not merely guide you to success in your studies but will teach you to become a more critical consumer of information and understand the influence of your own culture on how you view yourself and others

a cogent and incisive exploration of many of the key debates at the heart of postcolonial cultural studies with a timely focus on the underside of the much hyped process of globalisation david morley professor of communications goldsmiths college uk rawaswami harindranath s lively book provides us with a comprehensive and engaging overview of the views from the margins in the global debate about globalisation and culture written with admirable clarity this book fills in the blind spots of much western theorising of the underside of globalisation and makes a forceful argument for a truly critical and non eurocentric cosmopolitanism professor ien ang arc professorial fellow university of western sydney this book explores significant aspects of the cultural and social impact of globalization on the developing world by examining intellectual contributions and cultural expression in latin america africa and south and south east asia how do we understand and conceptualize the underside of globalization how can voices from the margins challenge dominant discourses in what ways do culture wars contribute to the politics of nationalism indigeneity and race the book surveys key debates on the politics of representation and cultural difference paying particular attention to issues such as subalternity cultural nationalism third cinema multiculturalism and indigenous communities it offers an original synthesis of ideas on these topics and traces the lines of connection between national cultural and political projects during anti colonial struggles and more contemporary forms of national and transnational cinema and television harindranath invites us to consider non metropolitan cultural forms in the context of contemporary issues relating to the politics of difference perspectives on global culture is important reading for students and researchers in media and cultural studies and sociology as well as for those interested in debates on race and ethnicity

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