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New INSEAD Book Reveals Eight-Scale Framework Decoding Cultural Differences Impacting International Business

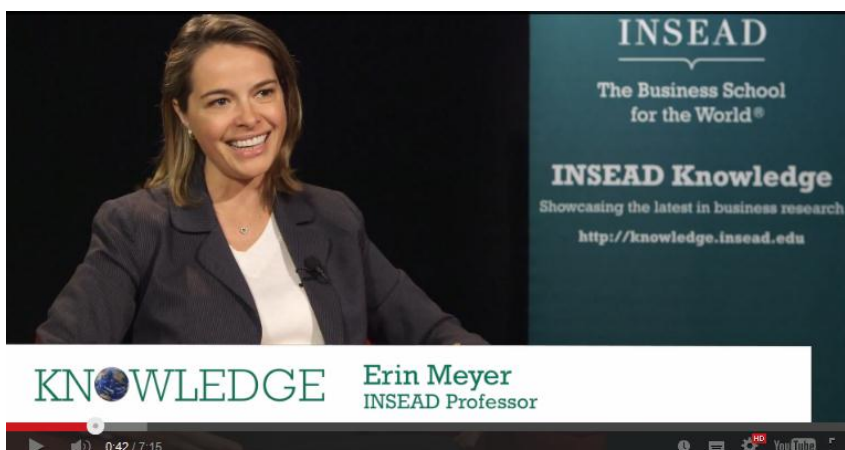
*“The Culture Map: Breaking Through the Invisible Boundaries of Global Business”
presents an easy-to-follow framework helping managers navigate
the cultural complexities of doing global business*

Fontainebleau (France), Singapore and Abu Dhabi – June 17, 2014 – INSEAD, the leading international business school, today announced the publication of a new book by Professor Erin Meyer, renowned expert in global leadership. *The Culture Map: Breaking Through the Invisible Boundaries of Global Business* explains how managers can dramatically increase business success by improving their ability to understand the behaviour of colleagues, clients, and suppliers from different countries and cultures.

Professor Meyer cites a rapid increase in global call centres, outsourcing, supply chains and project teams which has led to a new level of cultural diversity touching almost everyone in today’s workplace. In *The Culture Map* she addresses this transformation, providing a new analytical framework identifying eight critical dimensions of multi-cultural business practice. By analysing the positioning of one culture relative to another, the eight scales introduced allow managers and executives to decode how culture influences their own international business collaborations.

“Globalisation has led to the rapid connection of internationally based employees from all levels of multinational companies,” Meyer says. “Where once an employee might have been expected to only collaborate with colleagues from his own country, today many teams are built on global networks connecting people scattered around the world.”

These global teams are expected to work together effectively, yet Meyer reports that most managers have little understanding of how local culture impacts global interaction. “Even those executives who are culturally informed, travel extensively, or have lived abroad often have few strategies for dealing with the cross-cultural complexity that affects their team’s day-to-day effectiveness,” she observes.



The Culture Map draws from dozens of real-life examples and anecdotes from around the world to impart practical, actionable advice and important lessons enabling more effective global teamwork between people from dramatically different backgrounds.

Marshall Goldsmith, New York Times Best seller said: *“The Culture Map provides a highly practical guide to what all business leaders need to know today: how to succeed in managing across the diverse cultural contexts of today’s global workplace. Erin Meyer’s book provides invaluable, finely-researched insights for executives working in international environments at all levels”*.

Published by PublicAffairs Books, *The Culture Map: Breaking Through the Invisible Boundaries of Global Business* is intended for any manager, team leader, and other business professional leading global teams or working with clients or suppliers in different countries.

For additional information on the Culture Map and Professor Erin Meyer, please click on [Www.erinmeyer.com](http://www.erinmeyer.com)

For more information on ‘comparing management cultures, please go to: <http://hbr.org/infographic/2014/04/comparing-management-cultures>

About Professor Erin Meyer

Erin Meyer is a professor at INSEAD and the programme director for INSEAD’s Managing Global Virtual Teams programme. Her work focuses on how the world’s most successful global leaders navigate the complexities of behavioural differences in a multi-cultural environment. Living and working in Africa, Europe, and the United States prompted Meyer’s study of the communication patterns and business systems of different parts of the world. Her framework allows international executives to pinpoint their leadership preferences and compare their methods to the management styles of other cultures. Her work has appeared in Harvard Business Review, Singapore Business Times, and Forbes.com. Erin appeared on the Thinkers 50 Radar for 2013. In addition, she appeared in the October 2013 edition of British Airways’ magazine Business Life as one of the ten up-and-coming business professors of the moment.

About INSEAD, The Business School for the World

As one of the world’s leading and largest graduate business schools, INSEAD brings together people, cultures and ideas to change lives and to transform organisations. A global perspective and cultural diversity are reflected in all aspects of our research and teaching.

With campuses in Europe (France), Asia (Singapore) and Abu Dhabi, INSEAD’s business education and research spans three continents. Our 146 renowned Faculty members from 34 countries inspire more than 1,300 degree participants annually in our MBA, Executive MBA, specialised master’s degrees (Master in Finance, Executive Master in Consulting and Coaching for Change) and PhD programmes. In addition, more than 12,000 executives participate in INSEAD’s executive education programmes each year.

In addition to INSEAD’s programmes on our three campuses, INSEAD participates in academic partnerships with the Wharton School of the University of Pennsylvania (Philadelphia & San Francisco); the Kellogg School of Management at Northwestern University near Chicago, and Johns Hopkins University/SAIS in Washington DC. In Asia, INSEAD partners with Tsinghua University in Beijing and with CEIBS. INSEAD is a founding member in the multidisciplinary Sorbonne University created in 2012, and also partners with Fundação Dom Cabral in Brazil.

INSEAD became a pioneer of international business education with the graduation of the first MBA class on the Fontainebleau campus in Europe in 1960. In 2000, INSEAD opened its Asia campus in Singapore. And in 2007 the school began an association in the Middle East, officially opening the Abu Dhabi campus in 2010.

Around the world and over the decades, INSEAD continues to conduct cutting edge research and to innovate across all our programmes to provide business leaders with the knowledge and sensitivity to operate anywhere. These core values have enabled us to become truly "The Business School for the World."

More information about INSEAD can be found at www.insead.edu.

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