



Understanding Global Cultures: Metaphorical Journeys Through 31 Nations, Clusters of Nations, Continents, and Diversity

By Martin J. Gannon, Rajnandini (Raj) K. Pillai

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In **Understanding Global Cultures, Fifth Edition**, authors Martin J. Gannon and Rajnandini Pillai present the cultural metaphor—any activity, phenomenon, or institution with which the members of a given culture identify emotionally or cognitively—as a method for understanding the cultural mindsets of individual nations, clusters of nations, and even continents. The book shows how metaphors are guidelines to help outsiders quickly understand what members of a culture consider important. The fully updated **Fifth Edition** includes 31 nation-specific chapters, including a new Part XI on popular music as cultural metaphors, two completely new chapters on Vietnam and Argentina, revisions to all retained chapters, and a more explicit linkage between each cultural metaphor and current economic and business developments in each nation.

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- Sales Rank: #548496 in Books
- Brand: Brand: SAGE Publications, Inc
- Published on: 2012-03-20
- Original language: English
- Number of items: 1
- Dimensions: 10.50" h x 7.25" w x 1.00" l, 2.33 pounds
- Binding: Paperback
- 680 pages

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Editorial Review

Review

“This is a wonderful text! I encourage other instructors to use it for their comparative cultures classes. It is easy to read and understand, discusses relevant information and helps students become more aware of cultures that they may very well come in contact with. This is the only textbook that I have found that actually discusses relevant information about contemporary cultures from all over the world.” (Heather M. Smith 2011-10-31)

About the Author

Martin J. Gannon (PhD, Columbia University) is Professor of International Management and Strategy, College of Business Administration, California State University, San Marcos (CSUSM). He is also Professor Emeritus, Smith School of Business, University of Maryland at College Park. At Maryland he held several administrative positions, including the Associate Deanship for Academic Affairs and the Founding Directorship of the Center for Global Business, and received the University’s International Landmark Award. In 2014, Professor Gannon received the Outstanding Educator Award from the International Management Division of the Academy of Management. Professor Gannon has authored or co-authored nearly 100 articles and 13 books, some in multiple editions and translations. These include *Paradoxes of Culture and Globalization* (2008), *Handbook of Cross Cultural Management* (2001), *Dynamics of Competitive Strategy* (1992), *Managing without Traditional Methods: International Innovations in Human Resource Management* (1996) and *Ethical Dimensions of International Management* (1997). Professor Gannon has been the Senior Research Fulbright Professor at the Center for the Study of Work and Higher Education in Germany and the John F. Kennedy/Fulbright Professor at Thammasat University in Bangkok, and has served as a visiting professor at several Asian and European universities. He has also been a consultant to many companies, government agencies, and labor unions. Professor Gannon has lived and worked in more than 30 nations as a visiting professor, consultant, and trainer. For additional information on Professor Gannon, please visit his homepage at California State University, San Marcos:
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Rajnandini Pillai (PhD, State University of New York at Buffalo, 1994) is Professor of Management at the College of Business, California State University, San Marcos (CSUSM). She is also Executive Director and founding member of the Center for Leadership Innovation and Mentorship Building (CLIMB) at the university. Her areas of research interest are leadership and cross-cultural management. She has published her work on charismatic and transformational leadership, leadership and voting behavior, and cross-cultural differences in organizational justice in some of the leading journals in her field such as *The Leadership Quarterly*, *Journal of Management*, and the *Journal of International Business Studies*. She has also co-edited two books, *Teaching Leadership: Innovative Approaches for the 21st Century* (2003) and *Follower Perspectives on Leadership* (2007). She serves on the editorial boards of *The Leadership Quarterly* and *Group and Organization Management*. Rajnandini Pillai has held mid-level management positions in the banking industry in India, consulted with organizations in the United States on leadership effectiveness, and conducted workshops on leadership and global issues. She has received awards for excellence in teaching

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