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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 ...

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*Understanding Global Cultures: Metaphorical Journeys Through 29 Nations, Clusters of Nations, Continents, and Diversity*. "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.

*Understanding Global Cultures: Metaphorical Journeys* ...

*Understanding Global Cultures: Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents, and Diversity* - Kindle edition by Gannon, Martin J., Pillai, Rajnandini K.. Politics & Social Sciences Kindle eBooks @ Amazon.com.

*Understanding Global Cultures: Metaphorical Journeys* ...

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 ...

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*Understanding Global Cultures* | SAGE Publications Inc

Gannon, M. & Pillai, R. (2010). *Understanding cultural metaphors*. In *Understanding global cultures: Metaphorical journeys through 29 nations, clusters of nations, continents, and diversity* (pp. 3-22). Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/978145224886.n1. Gannon, Martin and Rajnandini Pillai.

SAGE Books - *Understanding Global Cultures: Metaphorical* ...

*Understanding Global Cultures: Metaphorical Journeys through 23 Nations*: Gannon, Martin J.: Amazon.com.au: Books

*Understanding Global Cultures: Metaphorical Journeys* ...

*Understanding global cultures: metaphorical journeys through 28 nations, clusters of nations, and continents* 2004, Sage Publications in English - 3rd ed.

*Understanding global cultures (1994 edition) | Open Library*

This book, a best-seller in its first edition, uses cultural metaphors to help students and managers understand, describe, and compare national cultures. In adding countries covered, the author introduces new conceptual frameworks for classifying cultures based on the works of Triandis, Fiske, and Huntington.

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