



Expand Your Borders: Discover Ten Cultural Clusters (CQ Insight Series) (Volume 1)

David A. Livermore

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In bestsellers such as *Leading with Cultural Intelligence* and *Serving with Eyes Wide Open*, David Livermore has taught readers how to develop their cultural intelligence, or CQ—an overall capability for working and relating effectively across cultures. Now, in *Expand Your Borders*, you have a compilation of the most important information for improving your CQ Knowledge—your understanding of key cultural similarities and differences. Rather than rehashing the overused stereotypes of Indians versus Brits or Koreans vs. Brazilians, this book provides you with a macro comparison of the most significant cultural similarities and differences you'll encounter as you travel across today's multicultural environment—at home and abroad. *Expand Your Borders* takes you on a whirlwind tour across ten cultural clusters around the world. You'll see why dressing with too much bling could get you in trouble in Nordic Europe. You'll learn the story behind chopsticks in Confucian Asia, and hear why Livermore needed his own nurse after surviving a serious dune buggy accident in Brazil. Rooted in academic research and brought to life with stories and best practices, this is a book you can read once for a quick overview, and then return to as needed when preparing for an overseas trip or reflecting on a recent cross-cultural encounter. And as you learn about the ten cultural clusters, you can improve the quality and enjoyment of your cross-cultural travels, work, and relationships!

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