



# Crossing Cultures: Insights from Master Teachers

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*Crossing Cultures* provides a bold and refreshing new resource for teachers and trainers with proven methods for developing coping strategies and problem-solving skills in the cross-cultural arena.

A comprehensive study structured to provide a framework for teaching; each chapter contains a teaching module, highlighting the potential difficulties, dialogues and variations in cross-cultural teaching. Ideal for those teaching Business across borders, this is a uniquely practical guide that features contributions from the leading lights of the field.

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## Editorial Review

### Review

"One of the key qualities for the next generation of global leaders will be "being able to work effectively across cultures." Crossing Cultures shows how the best teachers can help leaders meet this challenge.-- Marshall Goldsmith, Founding Director of the Alliance for Strategic Leadership.."

"This book is an Herculean attempt to tackle an important and diverse field with a strong pedagogical eye. The authors have assembled a veritable cast of luminaries from wide-ranging fields and challenged them to shed light on what and how to teach the successful crossing of cultures. Each master teacher provides us with theory, practice, examples and self-criticism in a beguilingly modest and yet fascinating fashion. At the end, one cannot help but to emerge richer in understanding of the complexity of the task.--Jose de la Torre, Chapman Graduate School of Business, Florida International University."

"This book provides a multitude of helpful ideas and exercises to guide students at all levels to explore the meaning of culture, for themselves as well as when interacting with others. It also helps to guide teachers by suggesting different approaches to often sensitive issues and providing insights into the level of readiness of their audience. Moreover it directly addresses business students and managers, who are becoming more and more involved in crossing cultures, at home as well as abroad.--Susan Schneider Professor of Human Resource Management HEC University of Geneva, And Visiting Professor of Organizational Behavior at INSEAD, France."

### About the Author

**Nakiye Avdan Boyacigiller** is Dean of the Graduate School of Management at Sabanci University, USA. She has 17 years experience of teaching at San Jose State University.

**Richard Alan Goodman** is Assistant, Associate and Full Professor of Technology and Strategy at The Anderson School, UCLA, USA. He also chairs an affinity group of 54 faculty from 33 universities on cultural issues.

**Margaret E. Phillips** is Associate Professor of International Business at the Graziadio School of Pepperdine University. She is both a teacher, a scholar and a consultant in international management.

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