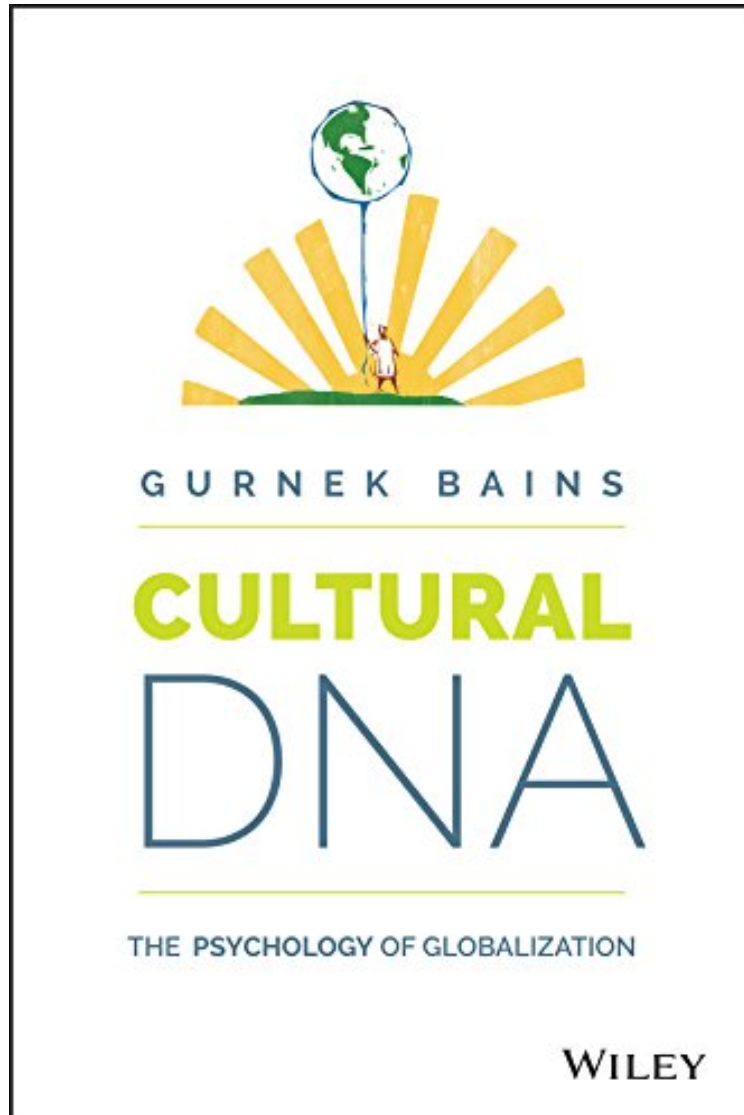


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Cultural DNA: The Psychology of Globalization

Gurnek Bains

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Gurnek Bains : Cultural DNA: The Psychology of Globalization before purchasing it in order to gage whether or not it would be worth my time, and all praised Cultural DNA: The Psychology of Globalization:

0 of 0 people found the following review helpful. An excellent analysis of national culturesBy DAVID K CHEUNGThe book is more than what I expected. An excellent description of national cultures and the background. You cannot find this type of analysis anywhere else.0 of 0 people found the following review helpful. which looks to many like histrionics. They may quite genuinely be in painBy Ian MannThe world in general, and business in particular, appears to be ever more homogeneous. Global brands and the intermingling of cultures, makes more of the world appear comfortingly similar.As the author points out, this uniformity is an ldquo;illusion only held by the

transient tourist or business traveller. There are deep cultural and psychological instincts that make a significant differences. The approach of this book is that while people have much in common, each culture has different economics performance, political institutions, and business practices. For example, the culture and psychology of Greeks differs significantly from that of Germans. Greeks are more "persistent and ingenious" in circumventing EC rules regarding smoking in public places. This relatively trivial issue is an indicator of the more serious matter of Greece's approach to finance and economics. The Greek approach was never taken into account by those who developed the common currency. The book focuses on how people in eight regions around the world view reality. The regions covered are Sub-Saharan Africa, India, the Middle East, China, Europe, North America, Latin America, and Australia. The author uses the term "Cultural DNA", to stress the deeply-ingrained aspects of a culture, that are the product of generations of experiences that have been replicated, and reinforced. The basis for the author's conclusions are an assessment of 30,000 people working in organizations across the globe, over 1,700 in-depth reports, and the work of giants in this field, such as Geert Hofstede. The result is a collection of insights that penetrates "the skin of differences and to provide an explanation for why they might exist." While most of the book is not about DNA in the biological sense, it is interspersed with relevant genetic information. For example, people with short alleles are more prone to anxiety and depression following negative life events. Approximately 80% of Chinese have the short allele, whereas 40% of Americans and 25% of South Africans do, affecting their attitude to negative experiences. Italian and Spanish soccer players respond badly to slight physical impact, which looks to many like histrionics. They may quite genuinely be in pain, being biologically more sensitive. America was created by distinct groups of people, who migrated there for reasons ranging from religious persecution, to economic necessity. They left their homelands to find relief in "a vague and undefined land that lay at the other end of a forbidding journey across the cold, grey waters of the Atlantic." The effects on subsequent generations was to create distinctive cultural values. Only certain types of people were attracted to America, and were brave enough to make the move. With a select group banding together, their attitudes and characteristics become amplified in future generations. Some of the results include the American attitude to hard work that is very different to that of Europeans. Bankruptcy is not seen as a severe embarrassment, so failed entrepreneurs go straight on to their next venture. This same "get up again" approach explains why 40% of companies in the 2014 Forbes Most Innovative 100, are American. Americans rate both themselves and their colleagues much more positively than Europeans do. This positive attitude makes American filmmakers distinct from their European counterparts, whose films do not all have happy endings. When Americans encountered severe problems, they have the attitude that everything can be fixed including people, which could explain the huge self-help industry. The chapter on the Middle East stresses the origins of those societies - the deserts and civilization. To survive, people living in deserts need to bind themselves into small, tightly nomadic communities with strict rules for conduct. "There is pride in observing clear rules, as well as exclusionism, which measures the prioritization of close relationships over wider societal commitments." Desert-living requires all members to obey the rules for living, just to survive the extreme conditions. Without cooperation and submission to group rules, death is a real possibility. From this required unity, religion and family are seen as more important than business obligations or civic responsibilities for most people. Leaders in desert conditions need to be strong, decisive, and unambiguous. China's DNA has been shaped by the geography of the region with its teeming wildlife. This posed challenges for surviving these conditions that called for new thought patterns. "Practical inventiveness, planning, and sheer physical energy and endurance to survive", are required. Unlike Indian culture, the luxury of going off into the jungles to meditate, was never an option. There is a large focus in Chinese culture on living in harmony with others. To achieve this harmony requires discipline, impulse control, respect for law, relational focus, and many other psychological traits. This is probably true of many societies, but none has had as long a history in this pursuit as the Chinese. To be a CEO today requires taking a global perspective with an understanding of the cultures of others. With the position that understanding those with whom we do business, will make doing business easier and more pleasant; the danger of falsely stereotyping people in the attempt to understand them, will be greatly diminished by reading this book.

Readability Light --- Serious Insights High --- Low Practical High --- Low

*Ian Mann of Gateways consults internationally on leadership and strategy and is the author of Strategy that Works. 0 of 0 people found the following review helpful. A Marvelous Read By K.H. A marvelous read for anyone interested global culture, history and mores. I'm an international educator that's traveled and worked in over 30 countries and I found myself learning something new with nearly every page. I was literally uttering an audible "wow" every few minutes during my initial reading of the book. I have no doubt that I'll reference Cultural DNA many times in the future.

Develop deeper cultural intelligence to thrive in a globalized world. Cultural DNA is a thought provoking book for successful engagement with cultures around the world. Written by Gurnek Bains, founder and chairman of a global business psychology consultancy, this book guides leaders through the essential soft skills required to get under the skin and engage an increasingly connected world. Presenting ground breaking original research and the latest evidence from neuroscience, behavioral genetics, and psychology, the deepest instincts of eight key global cultures are

dissected. Readers will understand the psychological themes at play in regions such as the U.S., Latin America, Europe, China, India, the Middle East, Sub-Saharan Africa and Australia. Additionally, an extensive database of 30,000 leaders provides insights to inform the reader. The book addresses questions such as: What are the challenges for leaders from different regions as they move into onto the global stage? Why are Americans so positive? Why is China a world leader in manufacturing and India in IT? Why do overseas firms struggle in the U.S. market place? What are the emotional forces driving current events in the Middle East? Each culture has attributes that developed over thousands of years to address unique environmental challenges. This DNA drumbeat from the past reverberates through each society affecting everything. As globalization marches on we can also learn important lessons from the world's distinct societies. Globalization demands that cultures learn to work within each other's needs and expectations, and the right mix of people skills, business acumen, and cultural awareness is key. Business and Political leaders will understand how each region's cultural DNA influences: Its economic and political institutions. People's underlying consumer psychology. The soft skills needed to lead in that environment. How to best release people's potential. The issues that need to be managed to anticipate and solve problems before they arise. Every now and again a new book comes along, that is a must read: Malcolm Gladwell's *Tipping Point* or a Seth Godin's *Tribes*. *Cultural DNA* by Gurnek Bains, by virtue of its depth, originality and ambition, is that very book for all global leaders.

"The book should be very useful to those responsible for international relations, but particularly to managers working in multi-national corporations." (The HR Director, April 2015) "Bains steers an eclectic but carefully measured journey, in which he builds stepwise arguments, supported by anecdotal and empirical evidence from his own impressive global consulting history and wider sources." (The Marketeers, July 2015) "Sometimes cultural stereotypes—Americans are positive, Africans are warm, Indians hate aggressive behavior—can actually be useful in helping expats navigate an unfamiliar world. In his new book about cross-cultural communications, business psychologist Gurnek Bains says that it's a good idea to 'cherchez la difference,' so to speak." (The Wall Street Journal, May 2015) "In his new book, *Cultural DNA: The Psychology of Globalization*, Gurnek Bains discusses the soft skills required to engage leaders in a connected world." (Fortune, March 2015) "Gurnek Bains presents ground breaking original research and the latest evidence from neuroscience, behavioral genetics, psychology and history to enable people to understand, empathize with and engage people from other cultures in our increasingly connected world. He argues that much previous work in this area has just scratched the surface and examines the deepest instincts of eight key global cultures to help readers understand the psychological themes at play in regions such as the U.S., Latin America, Europe, China, India, the Middle East, Sub-Saharan Africa and Australia." (India CSR, May 2015) "To be a CEO today requires taking a global perspective with an understanding of the cultures of others. The position is that understanding those with whom we do business will make doing business easier and more pleasant. The danger of falsely stereotyping people in the attempt to understand them will be greatly diminished by reading this book." (Fin24, May 2015) "Bains steers an eclectic but carefully measured journey, in which he builds stepwise arguments, supported by anecdotal and empirical evidence from his own impressive consulting history and wider sources." (The Huffington Post, June 2015) "Authoritative and thoroughly-researched, *Cultural DNA* is a must-read book for anyone who is interested in, and asking deeper questions about, the origins of modern cultures." (Dialogue, June 2015) From the Inside Flap Go to any part of the world and you will see much that you recognize. People are just people. But the longer you stay, the more you will realize there are profound differences that may have been invisible on the surface. There is no such thing as a global citizen, business or society. For example, even the most internationally recognizable firms have values systems, cultures and processes that are firmly embedded in their place of origin. The idea of cultural differences is far from new, but even in a fast globalizing world we still understand very little about the why behind these differences. As Bains demonstrates in *Cultural DNA*, countless challenges can be traced directly back to this lack of understanding. *Cultural DNA* provides a framework for understanding and working with each of the world's significant cultures. Through an analysis of over 1,700 in-depth reports from executives in every region of the world, interdisciplinary research and case studies, Bains identifies the core DNA themes for each culture. Latest psychological, biological and neurobiological research demonstrates that beliefs and orientation to life are, both figuratively and literally, in our DNA. For example, new research shows that the frequency of genes related to independent mindedness and rebelliousness may vary as much as 75% by geographical region. Huge variations are also apparent in other psychological genes. Why? In *Cultural DNA*, Bains examines the history and psychology of eight important regions of the globe to show that we may be influenced much more by our ancient ancestors than we think. Executives and leaders at today's businesses need to become psychologists and historians if they hope to make sound long-term strategic decisions. *Cultural DNA* will give readers the scientific and practical insights they need to take both differences and similarities into account. Ignoring culture can be disastrous for international firms, but approaching culture through the lens of unfounded stereotypes and incomplete knowledge is just as dangerous. From this remarkably powerful and clear summary of what's known about the world's cultures and their origins, readers will gain the ability to proceed confidently and intelligently in the global marketplace. From the Back Cover CULTURAL

DNA WILL CHANGE THE WAY YOU LOOK AT THE WORLD Why are Americans so positive? Why is China a world leader in manufacturing and India in IT? Why do overseas firms often fail in the US? What are the emotional forces driving current events in the Middle East? Why are Scandinavian societies and businesses the most equal in the world? Why is there a Chinatown in most major cities? The answers lie in the deep cultural DNA of these societies. Cultural DNA will take you on a psychological tour of the world to help you get under the skin and productively engage other cultures in our emerging multipolar world. Presenting ground breaking original research and the latest evidence from neuroscience, behavioral genetics, psychology and beyond, the deepest instincts of eight key global cultures are dissected. Each culture has attributes that developed over thousands of years to address unique environmental challenges. This DNA drumbeat reverberates through each society affecting everything, including its economic institutions, consumer psychology, organizational culture and the strengths and weaknesses of its leaders. And as globalization marches on, we can learn important lessons from the world's distinct societies. Savvy and informed leaders need to understand these forces if they are to make the right calls as they engage global cultures. If you want to succeed in global markets, develop diverse talents and tap into the real potential of people everywhere, read Cultural DNA.