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## Cultural Intelligence: CQ: The Competitive Edge for Leaders Crossing Borders

*Julia Middleton*

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#939171 in eBooks 2014-05-22 2014-05-22 File Name: B00JRYI4G2 | File size: 67.Mb

**Julia Middleton : Cultural Intelligence: CQ: The Competitive Edge for Leaders Crossing Borders** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Cultural Intelligence: CQ: The Competitive Edge for Leaders Crossing Borders:

Right now, vast amounts of time and money are being invested all round the world in building global brands and

organisations. But where are the global leaders who will lead them? Leaders who can cross cultural boundaries: between east and west, and north and south; between faiths and beliefs; between public, private and voluntary sectors; and between the generations? Where are the leaders who can lead in what Julia calls the "magnet cities" of the world: where the world's most talented young people will convene? Because these people will simply turn their backs on bosses who demand that their teams think and behave alike. The race is on to develop leaders with CQ. And this book is designed to give readers a decisive head start. In the process, Julia has spoken to leaders all round the world, and invited them to tell their own CQ stories: successful and disastrous, serious and funny, poignant, pragmatic and often highly personal. The result is surprising, challenging and frequently uncomfortable (there is no simplistic advice here about how to exchange business cards in the correct local manner). But the ambition is huge. As is the prize for the next generation of leaders who see the opportunity she outlines - and grasp it.

Julia Middleton has written a book about something that she and Common Purpose have been quietly practising everywhere they go: Cultural Intelligence, or CQ. To me, it is entirely fitting that Julia should take an idea and explore it with a whole variety of leaders from all over the world. Because, right from the start, Common Purpose has embodied what CQ stands for. Ron Arculli, Senior Partner, King Wood Mallesons, Hong Kong, in his Foreword to Cultural Intelligence In our ever more complex and interconnected world which has no obvious historical parallel, Julia Middleton has developed a breakthrough idea about the importance of Cultural Intelligence in order to both navigate this new world and its contradictions. This book has important implications and raises questions about our current systems for those of us involved in educating and developing our future global citizens. Rakesh Khurana, Dean, Harvard College In an age of unprecedented connectedness and shifting certainties, many of us spend our time moving between different worlds without fully adhering to any single cultural identity. This book makes you realise what a gift that is, and how to make the most of it. A must-read for young people entering today's global job-market. -- Riz Ahmed actor and musician The world is changing. The role of the powerful, intelligent network is greater than ever, but they only really come alive, they only really catch fire, when leadership and Julia's idea of Cultural Intelligence hits them. -- Sir Alan Parker Chairman, Brunswick Group Julia Middleton's discovery of Cultural Intelligence shockingly confronts us with our daily ignorance. Paradoxically, the more you realise this, the more CQ you have. A must-read for all leaders who care as much about integrity and diversity as impact. -- Frank Trumper Managing Director, Baden-Baden Entrepreneur Talks (BBUG) You need this book if you feel steeped in your own world and know that you must look outwards. It is not an easy thing to do; it takes both courage and humility to be global when your roots are very local, or to work with bureaucrats if you only have experience in the private sector. This book will help us all wherever we are in the world. -- Mr Narayana N.R. Murthy Executive Chairman, Infosys Technologies Limited About the Author Julia Middleton is the founder and Chief Executive of the Common Purpose Charitable Trust. She is passionate about leadership development, and campaigns to encourage leaders from all backgrounds to make an active contribution to their communities and to wider society. The social philosopher Charles Handy said of her: "How she came to be the force she is, the values she holds and the way she applies them, contains messages for many who dream of making the difference she has made." This is Julia's second book. Her first - "Beyond Authority: Leadership in a Changing World" - was published in 2007 and has become a bestseller on the Palgrave Macmillan business books list. Common Purpose runs leadership development programmes that enable people from different backgrounds, sectors and geographies to work together to solve common problems. In the process, they give participants the inspiration, skills and connections to become better leaders, both at work and in society. Founded in 1989 as a not-for profit social enterprise, Common Purpose now runs local courses for leaders in cities across the world, and global programmes for leaders from over 100 countries across six continents. Each year, 4,000 leaders become Common Purpose alumni.