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She is most known for writing the 2014 book, The Culture Map: Breaking Through the Invisible Boundaries of Global Business a study that analyzes how national cultural differences impact business. Meyer is a professor at INSEAD, an international business school with campuses in France, Singapore and Abu Dhabi.

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THE CULTURE MAP - Global Equity

Breaking Through the Invisible Boundaries of Global Business: How People Think, Lead, and Get Things Done . Some time ago, business went global. Culture, however, didn't. Erin Meyer' " The Culture Map" is your guide to effortlessly transcend the cultural barriers and acquire the much-needed skills to "decode cultures foreign to your own."

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The Culture Map provides a new way forward, with vital insights for working effectively and

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sensitively with one's counterparts in the new global marketplace. Based on her work at INSEAD, the "Business School for the World" based in Paris, Erin Meyer provides a field-tested model for decoding how cultural differences impact international ...

Book - Erin Meyer

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The Culture Map Quotes by Erin Meyer

The results of this project were published in the best-selling book *The Culture Map: Breaking Through The Invisible Boundaries of Global Business*. The book is a partner to this tool and provides detailed information about each of the dimensions on The Culture Map. © 2014-2020 Erin Meyer.

The Country Mapping Tool - Erin Meyer

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Erin Meyer is the author of *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*, and a professor at INSEAD, one of the world's leading international business schools. Her work has appeared in *Harvard Business Review*, *The New York Times*, and *Forbes.com*. In 2019, Erin was selected by the Thinkers50 as one of the fifty most influential business thinkers in the world.

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