The Cultural

MPERATIVE Global Trends in the 21th Century



Praise for The Cultural Imperative: Global Trends in the 21st Century

Richard Lewis' approach has been an absolutely marvelous way to get my students to appreciate how and why cultures are different, and how to benefit from this. It is great to see him now turn his practical wisdom to the *future* in such a spellbinding, readable and timely new book. A real imperative for understanding cultural trends!

—Ulla Ladau-Harjulin, Principal Lecturer FRSA Swedish School of Economics and Business Administration Helsinki, Finland

A very revealing and sometimes shocking vision of confrontation and/or cooperation of world cultures in the twenty-first century. A must-read in MBA programs and to be highly recommended to everyone involved with the study or practice of cross-cultural interaction and management.

—Peter N. Shikhirev, Ph.D., Director Centre for Social and Psychological Studies Graduate School of International Business Academy of National Economy by the Government of Russia

Richard Lewis has developed a rich and powerful tool that serves to disseminate cultural complexities, which allows for leveraging opportunities and minimizing threats. Such issues would be paramount in any international business situation... A global mindset is imperative for us all.

—Marta Szabo White, Ph.D., Assistant Professor J. Mack Robinson School of Business, Georgia State University

[The] thesis of the book is the argument linking cultural dimensions of nations to national competitive advantage. Richard Lewis develops a simple yet convincing model for understanding the historical evolution of the major national cultures and their juxtaposition to the rest of the world today. The value of [The Cultural Imperative] is its new way of weaving a new explanation for considering the role of national cultures, language development, national aspirations and history in understanding the sources of future conflicts relating to global economic development.

—Arie Y. Lewin, Professor
Director, Center for International Business Education and Research
The Fuqua School of Business, Duke University

Richard Lewis' extensive experience and knowledge of many cultures provides rich anecdotes coupled with interesting insights and opinions. The book stimulates personal reflection on the continuing importance of culture in a globalizing economy.

—Susan Schneider, Chaired Professor of Human Resource Management HEC University of Geneva

The Cultural Imperative

Other works by Richard D. Lewis

Books

English You Need (1958) Lisbon: Publitur

Suomen Kirja (1958) Helsinki: Berlitz

Vous-souvenez-vous (1959) Lisbon: Publitur

Reading for Adults (1968) London: Longman

Travelling Abroad (1971) Lisbon: Libraria Francisco Franco

Cambridge 2000 (1971) Lisbon: Linguasonica

The Billingers (1976) London: Riversdown Publications

Finland, Cultural Lone Wolf (1993) Helsinki: Otava

When Cultures Collide (1996) London: Nicholas Brealey

Memoirs of a Linguist: The Road from Wigan Pier (1998) Winchester: Transcreen Publications

Cross-Cultural Communication: A Visual Approach (1999) Winchester: Transcreen Publications

Humour across Frontiers (in preparation)

Multimedia

Englantia Hauskaa ja Helppoa (film series) (1961) Finnish Television

Walter and Connie (film series) (1962) London: BBC

Transcreen English (video series) (1988) Winchester: Transcreen Educational Films

Gulliver: Performing Successfully Across Cultures (1999) (CD-ROM and intranet training tool) London: Richard Lewis Communications

National Cultural Profiles and Cultural Assessment (2002) (Web-based support system) London: CultureActive

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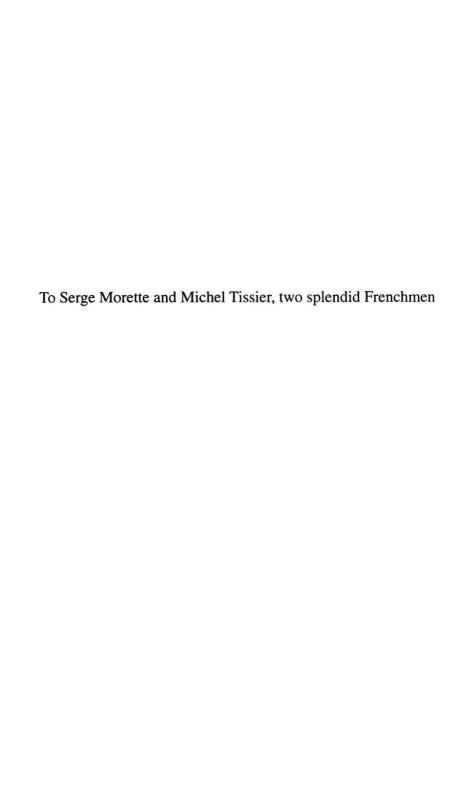
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One ship drives east and another drives west
With the self-same winds that blow;
'Tis the set of the sails
And not the gales
That tells them the way to go.
Like the winds of the sea are the winds of fate
As we voyage along through life;
'Tis the set of the seal.

'Tis the set of the soul
That decides its goal
And not the calm or the strife.

*—World Voices*Ella Wheeler Wilcox

New York: Hearst's International Library Company, 1916

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