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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 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

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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's book *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*, is the “Swiss Army Knife” of books for the global business world. If you work with people from a different state, country or region, or if you might work in this type of environment, this book is a must read.

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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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