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Qualified instructors may contact Customer Care to receive access to the site. Understanding Global Cultures: Metaphorical Journeys Through 29 Nations, Clusters of Nations, Continents, and Diversity is appropriate for courses in International Business and Management, Strategic Management and Planning, and Cultural Studies.

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its first edition, uses cultural metaphors to help students and managers understand, describe, and compare national cultures. In addition to expanding the number of countries covered, the author introduces new conceptual frameworks for classifying cultures based on the works of Triandis, Fiske, and Huntington. These frameworks support students as they develop an ...

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"This is a significant book... for a multitude of audiences, including scholars, practitioners, students, expatriates, travelers, and those who are simply interested in culture... This book is also an ideal reference tool, since the metaphors are easy to remember yet rich in contextual value and are presented in a logical structure for quick consultation.

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Gannon, M. & Pillai, R. (2010). Understanding cultural metaphors. In Understanding global cultures: Metaphorical

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(pp. 3-22). Thousand Oaks,
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Gannon, Martin and

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Understanding global cultures: metaphorical journeys through 28 nations, clusters of nations, and continents 2004, Sage Publications in English - 3rd ed.

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