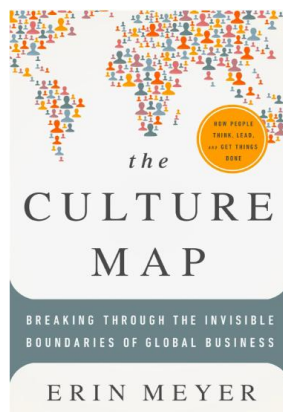


Book review

Since conference rooms people, academics, and cultural backgrounds, those discrepancies in ways of perceiving the surrounding differences may hinder

not to mention education. Hence, the concept of intercultural communication is an indispensable element of EMI, facilitating a successful educational process. For those willing to explore and gain some more insights into intercultural communication, *The Culture Map, Breaking Through the Invisible Boundaries of Global Business* by Erin Meyer is worth a read.



and lecture halls accommodate business students who may represent a variety of diverse origins may lead to huge thinking, communicating and world. Zero consciousness of such effective communication in business,

First published in 2014 in the original English, but available in Polish since 2023, the book is devoted to the topic of intercultural communication. The reader should not be misled by the business component embedded in the title because even though the author provides fact-based business examples, they are still so universal that they may also appeal to the academic, and more specifically, classroom environment. The book runs smoothly through eight chapters, each discussing in depth every scale of the tool used for mapping cultural differences. Those eight scales include: communicating, evaluating, persuading, leading, deciding, trusting, disagreeing and scheduling. Each chapter analyzes the characteristics of the two extremes on each scale and reinforces them with real-life situations and cultures representing the given model.

Erin Meyer, an INSEAD professor and international business expert, takes us on an intriguing trip around the world, exploring a range of cultural differences. The book is absolutely communicative and accessible for any reader no matter what their starting point is in terms of intercultural communication. Meyer easily explains the eight-scale model and encourages the reader to leave behind the popular conviction that it is pointless to concentrate on cultural



differences since it leads to the building of stereotypes, and the exclusion of individual traits. Instead, she emphasizes that as soon as the cultural aspect is excluded from any human interaction, people perceive others through their own, and only, cultural perspective, which, in turn, may lead to serious misjudgments.

Although Meyer's model may, to a certain extent, remind more advanced connoisseurs of intercultural communication of Hofstede's cultural dimensions or Hall's research, Meyer goes further, deepening the topic and augmenting it with the latest research. She presents a comprehensive analysis with practical frameworks and precious advice on how to communicate in a globalized, 21st century world. The reader may not only recognize their own positioning on the scale, but can also compare it to others, and even find out how their own culture impacts their behavior.

It does not really matter if you are dealing with a group of international business people, academics or students. The patterns of cultural behavior and misunderstanding are all the same. Yet, the eight-scale tool for mapping cultural differences presented by Meyer may significantly deepen your knowledge and increase the effectiveness of your intercultural communication.

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