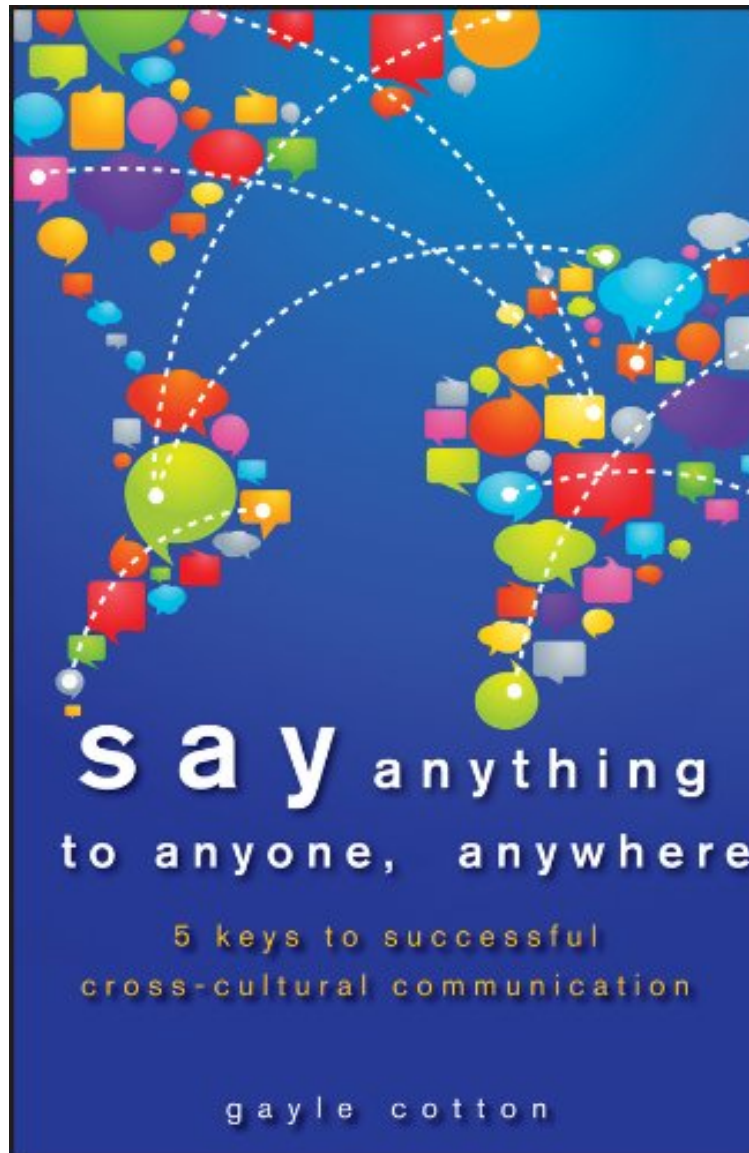


(Download pdf) Say Anything to Anyone, Anywhere: 5 Keys To Successful Cross-Cultural Communication

Say Anything to Anyone, Anywhere: 5 Keys To Successful Cross-Cultural Communication

Gayle Cotton

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Gayle Cotton : Say Anything to Anyone, Anywhere: 5 Keys To Successful Cross-Cultural Communication before purchasing it in order to gauge whether or not it would be worth my time, and all praised Say Anything to Anyone, Anywhere: 5 Keys To Successful Cross-Cultural Communication:

1 of 1 people found the following review helpful. Gayle does an brilliant job with this international business guide By Sharon Schweitzer Gayle does an brilliant job with this international business guide. I highly recommend it to students,

executives and teams.4 of 4 people found the following review helpful. A vital guide for anyone working internationally

By Joanna D. "Say Anything to Anyone" is an essential guide for all kinds of international and cross-cultural communication, whether in meetings, on the phone or in emails and letters. With the globalization of business, and the use of electronic media, more communication is happening that is not face-to-face, and this is an opportunity for misunderstanding and even bad feelings. Manners and customs differ worldwide--and even at home. It's almost inevitable today that your clientele or business associates will include people from other cultures and nations, so it's vital to learn to communicate smoothly. What I found especially useful were the guidelines for emails going cross-culture. Email is a uni-directional communication (you shoot it out to the recipient or recipients, and they read it, possibly in a way you did not intend.) We all know the rule about all caps (which is mentioned) but there are also suggestions to make emails more formal for certain cultures and regions of the world. This is particularly good advice for Americans, who tend to take a more casual tone in email than on formal letters. The author reminds us, once you click the "SEND" button, it cannot be undone. The author gives "Ten Golden Rules for Email." There is another chapter I found especially valuable; time expectations. In some countries, punctuality to the minute on a set time is the norm, but other areas view the stated time as an estimate or even with a fifteen minute normal delay (when I worked in Germany, we used to joke about the "Academische Viertelstunde" during meetings in Germany. This means "the academic quarter-hour" and is a custom that if the professor does not show up in fifteen minutes to class, the class is canceled--in Germany. So if a meeting leader was late or if a teleconference did not start on time, someone would inevitably would say this phrase, and we'd eyeball each other as we waited, daring the group to leave. Needless to say, this rule doesn't exist universally.) There is also a chapter on working with interpreters. This is something that you might face that is new; giving a talk or lecture with someone translating into the local language. If you have never done this before, there are ways to make this process much more fluid and avoid confusion. Pausing for the interpreter, avoiding slang and jargon, (and I might add, avoiding humor, which doesn't seem to translate well cross-culturally) You need to periodically check if the audience is understanding your message, and make sure to present the material in a logical flow, which helps with comprehension on both the interpreter's and the audience's part as they can anticipate and follow the presentation. The author also delves into the differences in language and how customary tone and expression is affected by the language being used (Italian versus German, for example. German is direct and tonality and excessive expression and modulation is viewed as a distraction, while it seems to be essential for speaking Italian.) I can verify from personal experience working internationally in Europe and Asia much of what the author recommends, from knowledge I got via trial-and-error. These days, there is no time to fool around or make grievous errors, as international communication is pretty much the norm compared to a decade ago. If you are going to be working cross-culturally, I'd strongly suggest reading and re-reading this book.

2 of 2 people found the following review helpful. An excellent insightful, practical guide to interacting and communicating cross culturally

By John Degnan As someone who has managed operations, people, projects, and negotiations in 70+ countries over my career, I was very pleasantly surprised at how insightful, practical and accurate Gayle's insights and examples were. I've read a number of books on this topic and many of them are too academic and clinical, and are not of much value to an American who travels extensively internationally for business and pleasure, who is looking for some real insights they can quickly reference, understand, and apply in the real world. Gayle knows what she is talking about and walks the talk (and it is even harder as a woman in many of these cultures to be understood, effective, and respected). She is well traveled and is culturally sensitive and aware, and understands what it takes to build real bridges of understanding between people of different cultures, mindsets, and norms. The book is well organized in sections which make sense, easy to reference for a brush up before heading to a new country, and what is most helpful and insightful are the real life examples and anecdotes she generously sprinkles throughout the book and in each chapter to illustrate the points and concepts. No single book on successful cross cultural communications and insights will tick all the boxes for every country and culture globally, but this is a must-have, as is the book, "Kiss, Bow, or Shake Hands". Between these two books, any business person from a developed Western country culture who wants to learn, grow, and become more effective in working and developing effective relationships and communications internationally across different cultures will be miles ahead and will benefit immensely. Also beneficial if you are managing or interacting with people from other cultures who are in your country, so you can help bridge the differences and put them more at ease in your communications and dealings. An easy read and a good foundation book you will want to keep and refer to periodically.

The five steps to successful selling, negotiating, and managing multi-culturally Say Anything to Anyone, Anywhere gives readers five simple key guidelines to create rapport and organize strategies for success across different cultures. This book teaches to be proactive, not reactive, in your cross-cultural communications and shows how to use simple rapport tools to create trust with the cultures you work with or travel to. Learn how to organize productive interactions in person, on the phone, and by email. Discover interpersonal communication skills and virtual strategies that build strong relationships. Offers quick, accessible examples and clear guidelines about how to create an understanding between cultures Gives tips and strategies on how to communicate without offending Author Gayle Cotton is a Emmy

Award Winner and a distinguished, highly sought after speaker, corporate trainer, and executive coach. This step-by-step guide to cross-cultural business will help you build strong relationships and manage successfully, no matter the cultural differences.

From the Inside Flap Differences are the spice of life! But cultural differences can also be the source of embarrassing gaffes and miscommunication for business and social travelers alike. No one wants to make a cross-cultural blunder—especially one that could have consequences for crucial partnerships or even your entire organization. But when you seek to understand the origins of these cultural distinctions and develop strategies to cope with them, you'll find that you can navigate any culture—whether virtually or in person—with ease. Say Anything to Anyone, Anywhere offers five simple guidelines to successful selling, negotiating, and managing multiculturally. It teaches how to be proactive, not reactive, in your cross-cultural communications and how to use simple rapport tools to build trust with cultures you work with or travel to. Discover interpersonal communication skills and virtual strategies that build strong relationships. Say Anything to Anyone, Anywhere shares quick, accessible examples and clear guidelines about how to bridge cultural gaps, including strategies to: Create proactive cross-cultural communication and avoid reactive communication Manage preexisting cultural perceptions Understand cultural sensitivities and avoid conflict Build rapport in person, on the phone, and by e-mail Understand how words, tonality, and body language vary with every culture Increase self-awareness and adapt your style You'll also find a helpful collection of common business jargon that crosses cultures, cultural do's and taboos, and an entertaining collection of cultural bloopers from those who have stumbled before you. This step-by-step guide to cross-cultural business will help you build strong relationships, manage successfully—and learn to enjoy and appreciate the cultural nuances that help to define all of us.

From the Back Cover "This is a perfect cross-cultural communication tool for anyone who does business globally. Gayle Cotton uses interesting and amusing examples to illustrate the hows and whys of effectively sharing messages with someone from another culture. Her naturally friendly writing style addresses delicate issues in a graceful way. Read this book and you'll be ready to Say Anything to Anyone, Anywhere!"

—Ken Blanchard, coauthor of *The One Minute Manager*; and *Great Leaders Grow* "This is an excellent guide to being more effective and comfortable with different people from different cultures—essential for anyone who travels to other countries."

—Brian Tracy, author of *The 10 Disciplines of Exceptional Leadership* "Whether for business or social relationships, this book is a must-read for anyone who communicates multiculturally. Read it, enjoy it, and do what it says!"

—Marshall Goldsmith, New York Times bestselling author of *MOJO* and *What Got You Here Won't Get You There* "A descriptive and useful guide for anyone doing business with, or traveling to different cultures. Gayle has addressed what everyone needs to know in order to effectively communicate across cultural borders."

—Vince Poscente, New York Times bestselling author of *The Age of Speed* "I've been privileged to work in more than 25 countries during my career. Gayle's book would have helped me learn vicariously—and a lot faster than what I had to learn from personal experience. Read the book well before your next need for cross-cultural communication—and then reread it. You'll be glad that you did."

—Bob Pike, CSP, CPAE Speakers Hall of Fame, author of *Creative Training Techniques*; *Handbook* and *The Fun Minute Manager* "Communicating across cultures is more than understanding different groups. It requires recognizing each individual. Gayle helps you escalate your cultural competencies locally and globally. A must-read for twenty-first century professionals."

—Lenora Billings-Harris, author of *Trailblazers About the Author* GAYLE COTTON, a National Emmy Award Winner, is a distinguished and highly sought-after speaker, trainer, and coach. Since 1995, she has been President of Circles Of Excellence, an internationally recognized company for corporate training and executive coaching. Gayle has worked with more than fifty Fortune 500 companies and developed business communication programs for the United Nations, the World Health Organization, and major international companies. She is a faculty resource for the Young Presidents' Organization (YPO), World Presidents' Organization (WPO), Chief Executives Organization (CEO), and Entrepreneurs' Organization (EO). She was the first American to be accepted as a member of the European Marketing and Sales Experts' Organization and is a Certified Expert with the Executive Foundation for International Communication.