

## Resource List - Global Communications

Articles from the IABC online library at <http://www.iabc.com/members/>  
(membership & log-in required)

"Avoiding Wrong Turns in the Shrinking Global Village," by Shelley Bird  
*CW Bulletin*: Volume 3, Issue 1 - January 2005  
<http://www.iabc.com/cw/private/cwb/2005/0105/shrinking.htm>

"World English - How to Communicate with an International Audience," by  
Alan M. Perlman, Ph.D.  
*CW Bulletin*: Volume 3, Issue 1 - January 2005  
<http://www.iabc.com/cw/private/cwb/2005/0105/worldenglish.htm>

"10 Tips for Training an International Audience," by Ron Kaufman  
*CW Bulletin*: Volume 1, Issue 4 - April 2003  
<http://www.iabc.com/cw/private/cwb/2003/0403/10tips.htm>

"A World of Difference," by John Finney  
*Communication World*: July-August 2006  
[http://www.iabc.com/cw/private/pdf/2006/CW\\_JA06WorldofDifference.pdf](http://www.iabc.com/cw/private/pdf/2006/CW_JA06WorldofDifference.pdf)

See also the September-October 2006 issue of *Communication World*, which  
contains a special report on Asia/Pacific:  
<http://www.iabc.com/cw/>  
[http://www.iabc.com/cw/private/pdf/2006/CW\\_SO06AsiaPacific.pdf](http://www.iabc.com/cw/private/pdf/2006/CW_SO06AsiaPacific.pdf)

### Books

*The Geography of Thought: How Asians and Westerners Think Differently...and Why*,  
by Richard Nisbett (Free Press, 2003)  
<http://www.amazon.com/exec/obidos/ASIN/0743255356>

*Riding the Waves of Culture: Understanding Diversity in Global Business*, by Charles  
Hampden-Turner and Fons Trompenaars (McGraw-Hill Professional, 1997)  
<http://www.amazon.com/exec/obidos/ASIN/0786311258>

*Doing Business Internationally: The Guide to Cross-Cultural Success*, by Terence Brake, Danielle Medina Walker, and Thomas Walker (Irwin Professional, 1994)  
<http://www.amazon.com/Doing-Business-Internationally-Cross-Cultural-Success/dp/0786301171>

*Blunders in International Business*, by David Ricks (Blackwell Publishing, 1999)  
[http://www.amazon.com/Blunders-International-Business-Blackwell-S/dp/0631217762/sr=1-1/qid=1159904235/ref=sr\\_1\\_1/102-7019571-3658522?ie=UTF8&s=books](http://www.amazon.com/Blunders-International-Business-Blackwell-S/dp/0631217762/sr=1-1/qid=1159904235/ref=sr_1_1/102-7019571-3658522?ie=UTF8&s=books)

*Global English for Global Business*, by Rachel McAlpine (2005, ISBN 0-476-01386-0)  
<http://www.writing.co.nz/writing/gegb.htm>

*Speaking Globally: Effective Presentations Across International and Cultural Boundaries*, by Elizabeth Urech (Smith-Kerr, 2004)  
[http://www.amazon.com/Speaking-Globally-Second-Presentations-International/dp/0971761515/sr=1-1/qid=1163552662/ref=sr\\_1\\_1/102-7019571-3658522?ie=UTF8&s=books](http://www.amazon.com/Speaking-Globally-Second-Presentations-International/dp/0971761515/sr=1-1/qid=1163552662/ref=sr_1_1/102-7019571-3658522?ie=UTF8&s=books)

*GlobalWork: Bridging Distance, Culture and Time*, by Mary O'Hara-Devereaux and Robert Johansen (Jossey-Bass, 1994)  
<http://www.amazon.com/GlobalWork-Bridging-Distance-Jossey-Bass-Management/dp/1555426026>

*Cultures in Organizations: Three Perspectives*, by Joanne Martin (Oxford University Press, USA, 1992)  
[http://www.amazon.com/Cultures-Organizations-Perspectives-Joanne-Martin/dp/0195071646/sr=1-1/qid=1163553235/ref=sr\\_1\\_1/102-7019571-3658522?ie=UTF8&s=books](http://www.amazon.com/Cultures-Organizations-Perspectives-Joanne-Martin/dp/0195071646/sr=1-1/qid=1163553235/ref=sr_1_1/102-7019571-3658522?ie=UTF8&s=books)

*The Elements of International English Style: A Guide to Writing Correspondence, Reports, Technical Documents, and Internet Pages for a Global Audience*, by Edmond H. Weiss (M. E. Sharpe, 2005, ISBN 076561572X).  
[http://www.amazon.com/Elements-International-English-Style-Correspondence/dp/076561572X/sr=1-1/qid=1163553372/ref=sr\\_1\\_1/102-7019571-3658522?ie=UTF8&s=books](http://www.amazon.com/Elements-International-English-Style-Correspondence/dp/076561572X/sr=1-1/qid=1163553372/ref=sr_1_1/102-7019571-3658522?ie=UTF8&s=books)

*Guide to Cross-Cultural Communication*, by Sana Reynolds and Deborah Valentine (Prentice Hall, 2003)

[http://www.amazon.com/Guide-Cross-Cultural-Communication-Sana-Reynolds/dp/0130497843/sr=11-1/qid=1163553521/ref=sr\\_11\\_1/102-7019571-3658522](http://www.amazon.com/Guide-Cross-Cultural-Communication-Sana-Reynolds/dp/0130497843/sr=11-1/qid=1163553521/ref=sr_11_1/102-7019571-3658522)

*Intercultural Communication for Business*, by James S. O'Rourke and Elizabeth A. Tuleja (South-Western College Publishing, 2004)

[http://www.amazon.com/Module-Intercultural-Communication-Business-Managerial/dp/0324152582/sr=11-1/qid=1163553577/ref=sr\\_11\\_1/102-7019571-3658522](http://www.amazon.com/Module-Intercultural-Communication-Business-Managerial/dp/0324152582/sr=11-1/qid=1163553577/ref=sr_11_1/102-7019571-3658522)

### **Other resources**

World clock and nifty meeting planner

<http://www.timeanddate.com/worldclock/>  
<http://www.timeanddate.com/worldclock/meeting.html>

"8 Steps Toward Cultural Competence," by Ruth Seymour  
(Originally published in the Spring 2000 issue of the Poynter Report)

[http://poynter.org/content/content\\_view.asp?id=9530](http://poynter.org/content/content_view.asp?id=9530)

Online quiz: How culturally aware are you?

[http://www.intercultural-training.co.uk/articles/intercultural\\_awareness/intercultural\\_awareness9.asp](http://www.intercultural-training.co.uk/articles/intercultural_awareness/intercultural_awareness9.asp)

"Toolkit for Cross-Cultural Collaboration" (Elliott, Adams, and Sockalingam, 1999)

<http://www.awesomelibrary.org/multiculturaltoolkit.html>

"Cross-Cultural Business Behaviour," by Richard R. Gesteland  
(Handelshojskolens Forlag, Copenhagen, 1997)

[http://www.zmk.uni-freiburg.de/ss2000/texts/gesteland\(e\).htm](http://www.zmk.uni-freiburg.de/ss2000/texts/gesteland(e).htm)

Free e-newsletter from GlobalVision International, Inc., a commercial translation company: [http://www.globalvis.com/news/previous\\_infomails.htm](http://www.globalvis.com/news/previous_infomails.htm). Of particular note: "Authoring for Localization," in InfoMail, Q4-2003.

## Links to yet other links and bibliographies

Many universities have websites devoted to intercultural communications. Here is just one example, from Simon Fraser University in Vancouver, BC. If you scroll down to "Training Resources," the book list looks interesting:

<http://www.lib.sfu.ca/researchhelp/subjectguides/diver/intercultural/intercultural.htm>

The Intercultural Glossary hyperlink on the Simon Fraser site took me to Foreign Affairs Canada's Centre for Intercultural Learning, which contains this nifty "Country Insights" tool, offering cultural information for dozens of countries:

[http://www.intercultures.ca/cil-cai/country\\_insights-en.asp?lvl=8](http://www.intercultures.ca/cil-cai/country_insights-en.asp?lvl=8)

World Press Bibliography from the Poynter Institute

[http://poynter.org/content/content\\_view.asp?id=1232](http://poynter.org/content/content_view.asp?id=1232)

Global Media Monitor

<http://lass.calumet.purdue.edu/cca/gmm/>

Reputation Institute

This organization focuses on corporate reputation and does an annual ranking of multinational companies. This site offers a good book list on branding and reputation:

<http://www.reputationinstitute.com/main/index.php?pg=pub&box=bookshelf>