
Understanding Global Cultures Metaphorical Journeys Through 34 Nations Clusters Of Nations Continents And Diversity

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In Understanding Global Cultures, Fifth Edition, authors Martin J. Gannon

and Rajnandini Pillai present the cultural metaphor - any activity, phenomenon, or institution with which the members of a given culture identify emotionally or cognitively - as a method for understanding the cultural mindsets of individual nations, clusters of nations, and even continents.

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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 journeys through 29 nations, clusters of nations, continents, and diversity (pp. 3-22). Thousand Oaks, CA: SAGE Publications, Inc.

doi: 10.4135/9781452224886.n1. Gannon, Martin and Rajnandini Pillai. Understanding Global Cultures: Metaphorical Journeys ...

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