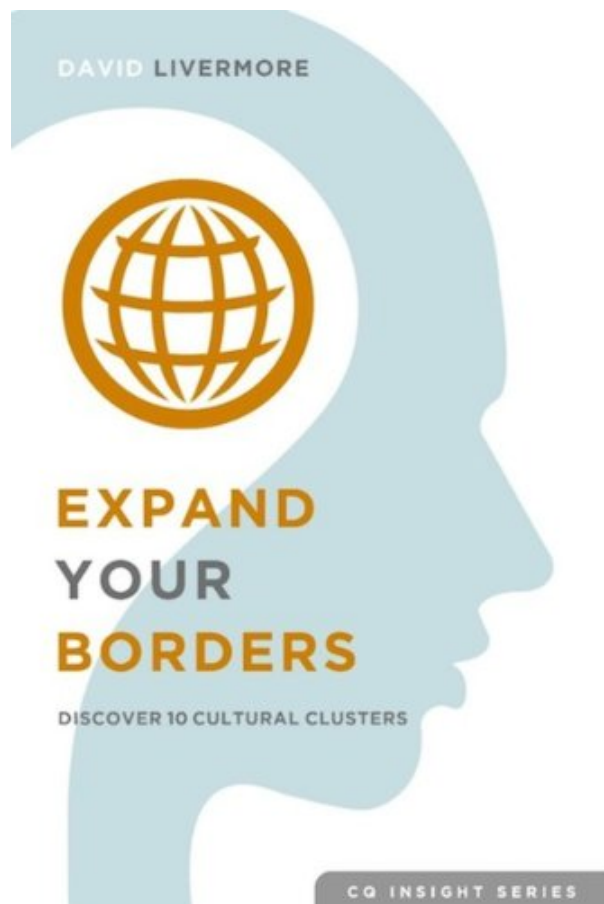


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About the Author

DAVID LIVERMORE, PHD, is the author of *Leading with Cultural Intelligence*, *The Cultural Intelligence Difference*, *Serving with Eyes Wide Open*, and several other books on cultural intelligence and global leadership. He's a frequent speaker and adviser to leaders in Fortune 500s, non-profits, and governments, and has worked in more than 100 countries across the Americas, Africa, Asia, Australia, and Europe. He's the president of the Cultural Intelligence Center (www.culturalQ.com) and lives with his family in Grand Rapids, Michigan. Visit www.DavidLivermore.com.

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In bestsellers such as *Leading with Cultural Intelligence* and *Serving with Eyes Wide Open*, David Livermore has taught readers how to develop their cultural intelligence, or CQ—an overall capability for working and relating effectively across cultures.

Now, in *Expand Your Borders*, you have a compilation of the most important information for improving your CQ Knowledge—your understanding of key cultural similarities and differences.

Rather than rehashing the overused stereotypes of Indians versus Brits or Koreans vs. Brazilians, this book provides you with a macro comparison of the most significant cultural similarities and differences you'll encounter as you travel across today's multicultural environment—at home and abroad.

Expand Your Borders takes you on a whirlwind tour across ten cultural clusters around the world. You'll see why dressing with too much bling could get you in trouble in Nordic Europe. You'll learn the story behind chopsticks in Confucian Asia, and hear why Livermore needed his own nurse after surviving a serious dune buggy accident in Brazil.

Rooted in academic research and brought to life with stories and best practices, this is a book you can read once for a quick overview, and then return to as needed when preparing for an overseas trip or reflecting on a recent cross-cultural encounter.

And as you learn about the ten cultural clusters, you can improve the quality and enjoyment of your cross-cultural travels, work, and relationships!

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Most helpful customer reviews

4 of 4 people found the following review helpful.

Practical, Research Based, Concise

By Cosmin I. Gheorghe

I was waiting for a long time for a book that lists, in a concise, comprehensive and intelligent manner, the main values and variables that differentiate cultures and nations. The unique thing about *Expand Your Borders* is that it is written in a language understandable by absolutely everyone. The Cultural Intelligence (CQ) information is as valuable for a professional, as well as for those who want to understand better their foreign neighbors or co-workers, or the people of the country they are about to visit.

"Sophisticated stereotypes" is the key phrase of the book: grouping all cultures in 10 Clusters is intended to compare different cultures, and not to perfectly understand one culture. Also, the values described by Dr. Livermore are not intended to profile each individual belonging to a specific culture. There are multiple sources of knowledge for understanding a single culture, and even then, that does not mean that each individual belonging to that culture will fit a description perfectly.

However, the variables presented in *Expand Your Borders* give a comprehensive, in depth understanding of a certain culture's human nature. There is no better way to understand a culture than looking at its relationship to power and authority, at the dominant social relationships mentality, at its attitude toward the uncertainty, at peoples' style of communication and their need for immediate or delayed gratification.

Expand your Borders is written by an absolute expert in the field of globalization, multicultural environments and Intercultural management. David Livermore is one of the founders of the concept of Cultural Intelligence (CQ), which is based on over a decade of academic research. David's CQ scale is the only academically valid assessment that helps describe and enhance one's level of Cultural Intelligence (CQ).

In conclusion, I highly recommend *Expand Your Borders*. It is a very useful tool at a time when globalization is becoming a more and more sophisticated process. For more information about the concept Cultural Intelligence, check out also "*Cultural intelligence and Global Leadership*".

4 of 4 people found the following review helpful.

An introduction, not a compendium

By Steven P. Spinella

Livermore writes a good read that highlights some basic differences while keeping things simple by using cultural clusters rather than individual cultures. "Ethnicity and Family Therapy" this isn't. It will serve you best if you're interested in the nearer clusters rather than the farther ones (with respect to American culture.) This is because there is one cluster for Anglo, four clusters for Europe, one each for Africa, Latin America, and Arab, and two for Asia. Not exactly proportional to population sizes, to say the least. In fairness, Livermore did not make up the clusters, he draws them from some other studies. I'm following the winter olympics in Sochi right now, and there are actually no clusters for all of the Russian and former Soviet republics. Also, China gets lumped with Thailand, Japan, and all of east Asia while India is lumped with Pakistan and Bangladesh. Aussies and Kiwis, I guess you're Anglo.

That said, this is an accessible way of beginning to understand some of the ways cultures diverge, and that's all Livermore promises--as the back cover says, "a macro comparison of the most significant cultural similarities and differences (with a western bias.) My parentheses added there.

Pick this book up for a quick read, an initial introduction to some of the ways cultures differ from the US, whether they're near or far, but not too much more. It would be a good choice for an undergraduate course in cultural diversity or an orientation for people in business venturing out of their own culture without much experience. It won't overwhelm you, but it will start to orient you as you...expand your borders!

3 of 3 people found the following review helpful.

A great resource for cross-cultural interactions

By Neil Prentice

David Livermore continues to provide great resources for people who interact cross-culturally whether on a once in a lifetime trip or on a daily basis in their neighborhood or workplace. *Expand Your Borders* is the latest resource from Livermore.

Livermore has given us a starting point from which you can observe the ten different clusters of people around the world. I really felt as if I was traveling around the world while reading the book. It was an experience!

Quoting from the book, here is what you can expect:

For each cluster, we're going to look at:

- An icon or cultural artifact that symbolizes the cluster in some way
- Examples of countries included in the cluster
- An overview of the history and background of the cluster
- The cultural value dimensions that are most relevant to understanding the cluster
- Key differences within the cluster
- A few do's and taboos to consider when interacting with individuals from the cluster

I must say, David Livermore delivers on the expectations.

Here is the impact that *Expand Your Borders* had on me

1. I live in a cluster not my own. Reading about my adopted culture helped me to explain some of my daily frustrations.
2. I have friends from different clusters that often annoy me with their "habits." After reading *Expand Your Borders*, I have come to understand some of the "habits" as cultural differences. Communication with those friends has improved greatly!
3. I finished the book with a great desire to get to know people from all ten clusters!

This book is a must have for anybody who connects with people from different backgrounds. It could save you from frustration, conflict, and embarrassment. In a business context, it can give you that slight edge to win a contract or make the sale. I highly recommend it!

See all 17 customer reviews...

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