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The Art of Crossing Cultures, 2nd Edition

By Craig Storti



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Adjusting to a new culture and getting along with the local people challenge everyone who lives and works abroad. Whether in business, diplomacy, education, or as a long-term visitor abroad, anyone can be blind-sided by a lack of international knowledge and experience and be caught at a disadvantage.

In this completely revised and expanded edition of the classic *The Art of Crossing Cultures*, Craig Storti shows what it takes to encounter a new culture head-on and succeed. This one-of-a-kind guidebook to bridging the cultural divide - with more than 50,000 copies sold worldwide - incorporates a stellar sampling of the writings of some of the world's greatest writers, poets and observers of the human condition.

Through the vivid perceptions and words of such literary legends as Noel Coward, Graham Greene, Rudyard Kipling, E. M. Forster, Mark Twain, Evelyn Waugh, and others, Storti paints an intimate portrait of the personal challenges of adjusting to another culture: anticipating differences, managing the temptation to withdraw, and gradually adjusting expectations of behaviour to fit reality.

This timely new edition focuses special attention on how to deal with country and culture shock and includes many new examples of cross-cultural misunderstandings - particularly in business. Storti breaks new ground with his easy-to-understand model of cultural adjustment and tips on how to master the process and develop adaptive strategies - the heart of the cross-cultural experience.



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Editorial Review

Review

A masterful, credible overview of the reentry process. Corporations, government bureaus, the military, and missionary groups would be wise to purchase a copy of Craig's book for each expatriate family. **Clyde Austin, Professor, Abilene Christian University**

As enlightening to the university student as it is to the practical-minded businessperson; the selected quotations from literary sources are themselves worth the price of the book. **L. Robert Kohls, author of Survival Kit for Overseas Living**

Any person facing the prospect of going abroad...would do well to start with [The Art of Crossing Cultures]. **Soundview Executive Book Summaries**

About the Author

Craig Storti is founder and co-director of Communicating Across Cultures, a Washington, D.C.-based intercultural communication training and consulting firm. With work appearing in the *Washington Post*, *Los Angeles Times*, and *Chicago Tribune*, he is the author of six books. Having lived nearly a quarter of his life abroad, he lives now in Maryland. www.craigstorti.com

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