

DAVID LIVERMORE

GLOBAL THINKER AND AUTHOR

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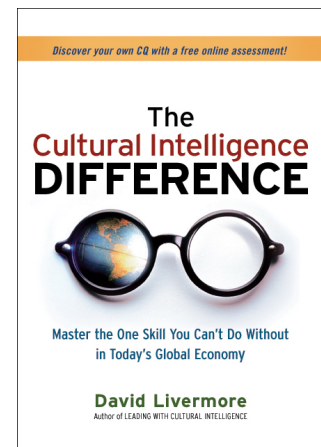
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THE CULTURAL INTELLIGENCE DIFFERENCE: Master the One Skill You Can't Do Without In Today's Global Economy

"This isn't a typical business book. It's about succeeding through respect, by allowing people to have their dignity, by understanding who they are. I guess that makes it far more important than you'd expect."

Seth Godin, Author *Linchpin*



Whatever you want to pursue in today's global context—a career change, volunteering in an under-resourced community, or simply being a better global citizen—you're far more likely to succeed in those pursuits when you have the *Cultural Intelligence Difference*.

In fact research across dozens of different countries indicates that your CQ—or your cultural intelligence quotient—is the most consistent predictor of how you'll perform in multicultural situations at home and abroad.

In **THE CULTURAL INTELLIGENCE DIFFERENCE** (AMACOM; hardcover, May 2011), David Livermore provides dozens of strategies proven to increase your cultural intelligence (CQ) in the four capabilities of CQ. **Purchase of the book includes access to the only academically tested CQ assessment in the world.**

The question that drives the research on cultural intelligence is: *Why do some individuals easily and effectively adapt their views and behaviors cross-culturally and others don't?* What factors explain cross-cultural effectiveness?

The academic findings revealed four capabilities that consistently emerge among individuals who are effective in culturally diverse situations:

1. **CQ Drive:** They possess a high level of interest, drive and motivation to adapt cross-culturally.
2. **CQ Knowledge:** They have a strong understanding about how cultures are similar and different.
3. **CQ Strategy:** They are aware and able to plan in light of their cultural understanding.
4. **CQ Action:** They know when to adapt and when *not* to adapt when relating and working cross-culturally.

In **THE CULTURAL INTELLIGENCE DIFFERENCE**, Livermore provides a quick overview of the research findings on cross-border effectiveness and provides readers with access to the only academically tested CQ assessment in the world (through a personalized code found in the back of each hardcover copy of the book).

The book then covers dozens of tested strategies for improving CQ and uses a story that continues throughout each chapter that demonstrates how CQ relates to real life in our multicultural world. The book concludes with success stories of organizations that are incorporating CQ assessment and development into their 21st Century strategies.

Livermore uncovers how low CQ is the primary reason many organizations lose money when expanding into culturally diverse markets. Teams fall apart, negotiations falter, marketing efforts fail, or projects derail when personnel lack the Cultural Intelligence Difference. Leaders from business, government, and charitable contexts are waking up to the fact that successfully navigating cross-cultural experiences is an imperative for *everyone* in the organization, at every level and industry.

About the Author

David Livermore, Ph.D., is president and partner at the Cultural Intelligence Center in East Lansing, Michigan and a visiting scholar at Nanyang Technological University in Singapore. He has done consulting and training with leaders in 100 countries and is the author of **LEADING WITH CULTURAL INTELLIGENCE**. He and his family live in Grand Rapids, Michigan. (www.davidlivermore.com)

THE CULTURAL INTELLIGENCE DIFFERENCE
Master the One Skill You Can't Do Without in Today's Global Economy

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What Others are Saying

“Livermore explains why modern multinational organisations need to be glocal and must understand that ‘There’s really no such thing as a uniform global culture.’ This message applies not just to marketing but to recruiting and managing teams of workers in different parts of the world.”

The Economist

“*The Cultural Intelligence Difference* is a perfect follow-up to the groundbreaking *Leading with Cultural Intelligence*. This book drills down deeper to help you improve your CQ so you and your organization can really make a difference in the world. Another gem from David Livermore!”

Ken Blanchard, coauthor of *The One Minute Manager*® and *Lead with LUV*

“I would describe Livermore’s concept as not just applicable but brilliant, and not a minute too soon. *The Cultural Intelligence Difference* is a must-read for adults and should be a mandatory read as a part of secondary or undergraduate education.”

Mary Jean Eisenhower, President and CEO, People to People International and granddaughter of President Eisenhower

“As companies globalize more and more, working across cultures is becoming a critical competency for executives everywhere. This is one of the best books to attack the question of how to measure and improve this key competency.”

David Rock, co-founder, NeuroLeadership Institute and author

“David Livermore has written another significant addition to the cultural intelligence resources. *The Cultural Intelligence Difference* is a very practical guide with ideas that are immediately useful.”

Soon Ang, PhD, pioneering researcher in cultural intelligence, Nanyang Technological University, Singapore

“David Livermore has made a critical competence for effectiveness in global engagements more easily understood.”

Geri P. Thomas, Senior Vice President, Global Diversity and Inclusion Executive, Bank of America

"Using brilliant everyday examples, Dr. Livermore explains how you can take practical steps to become a first class global citizen!"

Wilbur Sargunraj, Performing Artist, Humanitarian, and Global Ambassador for CQ

An Interview with David Livermore

author of THE CULTURAL INTELLIGENCE DIFFERENCE

Q: You've worked across the globe, in and out of time zones, in different cultures and climates. What is it that draws you to this kind of work?

I'm fascinated by the different ways people make sense of the world and how that shapes the way they live, relate, and work. My mind becomes alive when I arrive in a new place, rich in culture completely unlike my own, and am presented with an international assignment. The creative juices start flowing, and I'm stretched to innovate beyond what happens when working at home. I love that challenge.

Q: You've written several books on cultural intelligence. Why another book on the topic?

In my previous books, I spend a great deal of time explaining what CQ is and how it relates to various contexts. This is a "how-to" book. After a couple brief chapters reviewing what CQ is and why we all need it, the rest of the book is packed with strategies for improving CQ.

Q: How does CQ compare with ideas like cultural competence and global mindset?

Clearly there's overlap but CQ has been researched as a form of "intelligence" that anyone can develop and learn. Rather than focusing primarily upon learning about "Chinese versus Germans" and similar stereotypes, CQ emphasizes the emotional, mental, and behavioral flexibility that is proven to enhance the way we live and work cross-culturally. CQ is an overall capability for adapting to any cultural context—national, ethnic, generational, organizational, etc. Finally, the cultural intelligence research is focused upon *outcomes*—what capabilities actually result in better performance and adjustment cross-culturally.

Q: The book describes a variety of results for those who have higher CQ? Can you say a word about the benefits from having the Cultural Intelligence Difference?

The primary results for individuals who improve their CQ are better cross-cultural adjustment, improved performance in their jobs (e.g. networking, negotiation, management, and innovation), less stress and burnout, and improved efficiency and profitability. There are lots of fascinating findings about the return on investment for those who taking the time to improve their CQ.

Q: Your book is unique in that offers a plan of action for tackling culturally diverse projects and assignments. What pushed you to move from just the dos and don'ts, to something more comprehensive and prescriptive?

One week I'm in my U.S. office meeting with visitors from Indonesia, Mexico, and Spain and the next week I'm jumping on a plane to Dubai. For the longest time, I was frustrated because I knew I shouldn't wing it when I jumped into a new cultural situation, but there just wasn't time to master all the do's and don'ts of every culture I encountered. And frankly, I watched several Americans look pretty foolish when they tried too hard to follow the "do's and taboos" they learned in some books. I saw the value of gaining an overall skill set that could be applied to any cultural context through the use of the cultural intelligence model. Cultural intelligence is uniquely suited to those of us who travel widely more than deeply and for everyone working with the growing multiculturalism in their own contexts.