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Erin Meyer (born August 22, 1971) is an American author and professor based in Paris.[1] She is most known for writing the 2014 book, The Culture Map: Breaking Through the Invisible Boundaries of Global Business a study that analyzes how national cultural differences impact business.

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Geschreven bij Culture map: breaking through the invisible boundaries of global business. Ik gebruik dit boek voor het vak Engels, dat op dit moment focust op interculturele communicatie. Het is informatief en erg makkelijk te lezen! Erin gebruikt in het boek leuke voorbeelden, die goed de informatie die ze geeft illustreren.

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"Commerce may be global but culture isn't. Erin Meyer's The Culture Map reminds us that behind businesses there are people who have biases, expectations, and a view of life which can unexpectedly determine and form multi-million-dollar decisions. Understanding that culture shapes people who shape business is vital to win.

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