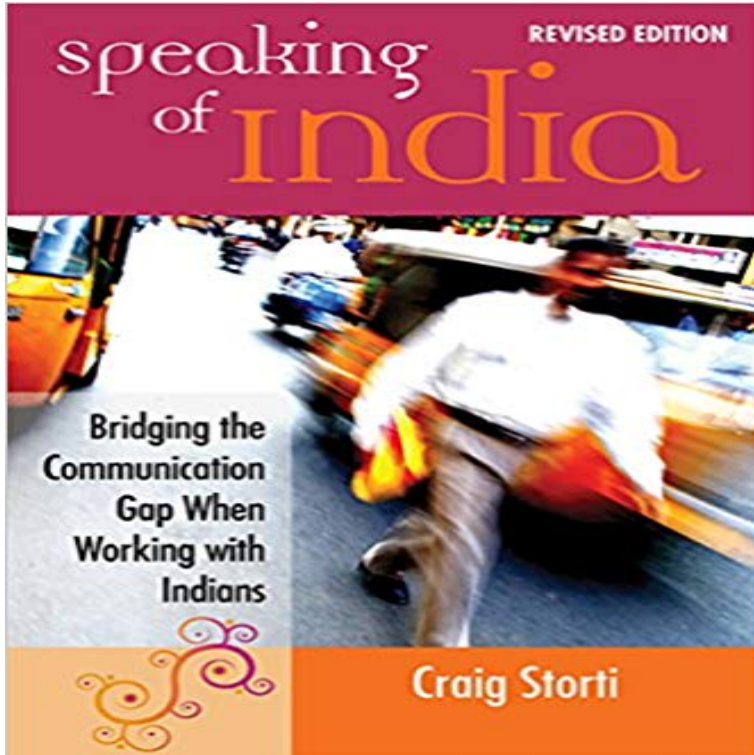


Speaking of India: Bridging the Communication Gap When Working with Indians



Westerners and Indians are working more closely together and in greater numbers than ever before. The opportunities are vast, and so is the cultural divide. Misunderstanding, misinterpretation, missed deadlines and frustration due to cultural differences raise havoc on success. Any Westerner conducting business with Indians, and any Indian trying to figure out the West, will recognize the challenge. Craig Storti has helped more than 20 global companies in just this situation. With more than a dozen years of experience working between the two cultures, he has trained thousands of employees, interviewed hundreds of managers and has identified key cultural flashpoints. The result is a powerful series of Best Practices, the basis of Speaking of India. From the difference between the way Indians and Westerners use yes and no to the secrets of a successful conference call, to the changing status of women in the Indian workplace to the dos and don'ts of daily interaction, this essential guide helps us realize the ambitious dreams of working together once we understand each other!

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