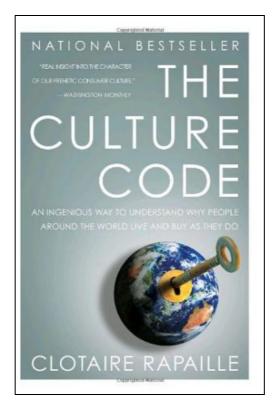
The Culture Code: An Ingenious Way to Understand Why People Around the World Live and Buy as They Do



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THE CULTURE CODE: AN INGENIOUS WAY TO UNDERSTAND WHY PEOPLE AROUND THE WORLD LIVE AND BUY AS THEY DO



Broadway Books (A Division of Bantam Doubleday Dell Publishing Group Inc), United States, 2007. Paperback. Book Condition: New. Reprint. 206 x 137 mm. Language: English . Brand New Book. Why are people around the world so very different? What makes us live, buy, even love as we do? The answers are in the codes. In The Culture Code, internationally revered cultural anthropologist and marketing expert Clotaire Rapaille reveals for the first time the techniques he has used to improve profitability and practices for dozens of Fortune 100 companies. His groundbreaking revelations shed light not just on business but on the way every human being acts and lives around the world. Rapaille s breakthrough notion is that we acquire a silent system of codes as we grow up within our culture. These codes the Culture Code are what make us American, or German, or French, and they invisibly shape how we behave in our personal lives, even when we are completely unaware of our motives. What s more, we can learn to crack the codes that guide our actions and achieve new understanding of why we do the things we do. Rapaille has used the Culture Code to help Chrysler build the PT Cruiser the most successful American car launch in recent memory. He has used it to help Procter Gamble design its advertising campaign for Folger s coffee one of the longest lasting and most successful campaigns in the annals of advertising. He has used it to help companies as diverse as GE, ATT, Boeing, Honda, Kellogg, and L Oreal improve their bottom line at home and overseas. And now, in The Culture Code, he uses it to reveal why Americans act distinctly like Americans, and what makes us different from the world around us. In The Culture Code, p.m..

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