



PRESS RELEASE

MANAGING ACROSS CULTURES IS THE NEW LEADERSHIP CHALLENGE SAYS INSEAD PROFESSOR ERIN MEYER

Professor Erin Meyer, from the international business school INSEAD, is showcased as the June 2014 Radar Thinker of the Month by Thinkers50

JUNE 17, 2014 – LONDON. Professor Erin Meyer, identified as a thinker to watch last year when she was selected to the Thinkers50 Radar, has been named Radar Thinker of the Month for June 2014 by Thinkers50. Professor Meyer's work will be featured on www.thinkers50.com throughout June. New videos in which she highlights key messages of her newly published book, *The Culture Map: Breaking Through the Invisible Boundaries of Global Business* (Public Affairs 2014) will also be available.

"Managing across cultures used to be the preserve of the few. Now, it is part of the day-to-day activities of managers. Even if we never leave our offices or cubicles we are all now global managers and leaders," says Stuart Crainer, cofounder of the Thinkers50. "That is why we have followed Erin Meyer's work with great interest. In helping managers navigate the many and varied cultural pitfalls and misunderstandings she is opening our eyes to the realities of globalization."

The book provides a field-tested model for decoding how cultural differences impact international business, combining an analytical framework across eight cultural dimensions with practical, actionable advice for working in a global world.

"I am delighted to have the support of Thinkers50," Professor Meyer says. "It is a great honour to have my work showcased in this way and I welcome the opportunity to reach a global audience."

"Whether you are sitting at a desk in Boston or eating at a restaurant in Beijing, communicating across cultures is the great challenge of the global economy," says Des Dearlove, Thinkers50 cofounder. "Getting it right will be the difference between success and failure. Erin Meyer has written a very important book. Managers everywhere should read it."

About Erin Meyer:

Erin Meyer is a professor at INSEAD and the program director for INSEAD's Management Skills for International Business program. Her work focuses on how the world's most successful global leaders navigate the complexities of behavioral differences in a multi-cultural environment. Living and working in Africa, Europe, and the United States prompted Meyer's study of the communication patterns and business systems of different parts of the world.

Her framework allows international executives to pinpoint their leadership preferences and compare them to the management styles of other cultures. Professor Meyer's article 'Navigating the Cultural Minefield' was featured on the cover of the May issue of the *Harvard Business Review*.

About the Thinkers50

The definitive global ranking of management thinkers is published every two years. The 2013 winner was Clayton Christensen. The previous winners were CK Prahalad (2007 & 2009); Michael Porter (2005); and Peter Drucker (2001 and 2003). The ranking is based on voting at the Thinkers50 website and input from a team of advisers led by Stuart Crainer and Des Dearlove.

Thinkers50 Radar identifies up-and-coming thought leaders whose ideas will make an important impact on management thinking in the future. Since its introduction in 2007, the Radar has been one of the most popular and eagerly watched features of Thinkers50. The Thinkers50 Radar Advisory Panel pools its market knowledge to highlight up-and-coming thinkers and showcase the ideas that will shape management in the coming years. Radar thinkers who are doing relevant and exciting new work in a field of management that could have an impact on the way successful managers do their jobs are featured monthly on our website www.thinkers50.com.

The Thinkers50 concept and ranking is owned by Des Dearlove & Stuart Crainer.

About Stuart Crainer and Des Dearlove

Stuart Crainer and Des Dearlove are the founders of Suntop Media. They describe their work as "bringing ideas to life." They are adjunct professors at IE Business School. Stuart is editor of *Business Strategy Review*. Des is an associate fellow of Oxford University's Saïd Business School. Stuart and Des are the authors of more than 15 books available in 20 languages. Former columnists to *The (London) Times*, they are editors of *The Financial Times Handbook of Management*. For more information visit www.craingerdearlove.com.

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