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Gilles Asselin, Ruth Mastron
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Au Contraire! **FIGURING OUT THE FRENCH**

GILLES ASSELIN AND RUTH MASTRON



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Gilles Asselin, Ruth Mastron : Au Contraire: Figuring Out the French, 2nd edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Au Contraire: Figuring Out the French, 2nd edition:

6 of 6 people found the following review helpful. Chapeau! By Roxane MenezChapeau to the authors who wrote such a well-done book! It was not an easy job, yet they did a superb analysis, its accurate and thorough. They dont judge one side or the other; they present both perspectives (e.g. how the French and Americans think and why, how they see relationships, etc.). I laughed hard to some of the anecdotes. I'd say it's a must read for expats, for any American

married or dating a French person or who are friends, and for anyone taking French (knowing the culture is at least as important as knowing the language). The first half is about personal stuff (self, family, school, friends, romance, work, religion, and the regions), it made me very nostalgic of my French culture. The chapter about the French society made me sad - still the same issues, maybe worsened. The second half is about the workplace and doing business. It reminded me why I prefer working with Americans but I was raised and did all my schooling in France and I definitely think like a French! It was interesting to realize that. The 2004 version of the book exists in French, see: *Franais-Amricains : Ces diffrences qui nous rapprochent* on .fr. 1 of 1 people found the following review helpful. Useful read for visitors to France. By B. Smith. The book summarizes the basic differences between American and French culture in a readable and organized way. It is fairly thorough. The author uses some stories to illustrate points, which help. It is a fairly dry read but worthwhile for travelers to France. Understanding cultural differences is useful so that one doesn't make negative assumptions about a people and culture based on ethnocentric differences. 2 of 2 people found the following review helpful. Mainly business oriented. By Mimi. I believe that this book is written mainly with the American businessman doing business in France or with the French, in mind. For that, it would be very useful. For me, as an American retired in the French countryside, it wasn't the ideal book although I did learn some useful things about the French political and educational systems.

The French are famously enigmatic: fiercely independent yet deeply romantic, conservative yet avant-garde, rational yet emotional. What is it, exactly, that makes the French so . . . French? Written for anyone interacting with the French - tourists, businesspeople, international students, Francophiles - *Au Contraire!* offers a perceptive understanding of French cultural beliefs, assumptions and attitudes, along with practical advice on building strong personal and professional relationships with the French. Addressing issues like friendship, politics, work, education and romance, bilingual and bi-cultural authors Asselin and Mastron draw upon their own experiences as consultants and trainers, as well as those of students and professionals, giving readers a complete and compelling look at French culture. This revised edition of *Au Contraire!* includes updated information about France's changing social and political climate, advice for succeeding as an expat, information about the French educational system, overviews of France's diverse regions - and more.

Au Contraire! takes you on a journey of not only uncovering cultural differences but understanding and appreciating these differences in practically every aspect of life - whether it is business, public, or private. . . . A must-read for anyone seeking to gain better insight into French culture. Mastron and Asselin have truly grasped the complex interfacing with French culture. And nobody's right or wrong, just different! I find *Au Contraire!* delightfully validating? a great piece of work. Nancy Bragard, Franco-American interculturalist, trainer and coach. Give it three Michelin stars for both nourishing the mind and charming the heart. George Simons, associate director, Diversophy France. Chock-full of practical examples, humor, and just the right amount of historical context, *Au Contraire!* is a valuable book for anyone working or living with the French. Even better than the first edition! Natalie Lutz, intercultural trainer. This new edition rightly underlines the regional and cultural diversity that contributes to the charm of France. The authors have moved France far from the clichés of an old-fashioned country. *Vive le dialogue interculturel!* Olivia Brunet, European Commission's Regions of Knowledge Programme. About the Author. Gilles Asselin, founder and executive director of New Jersey-based SoCoCo Intercultural, is a program designer, trainer and consultant who helps international executives and managers succeed when working across cultures. Ruth Mastron is vice-president of SoCoCo Intercultural and was formerly a liaison for overseas operations for various international corporations.