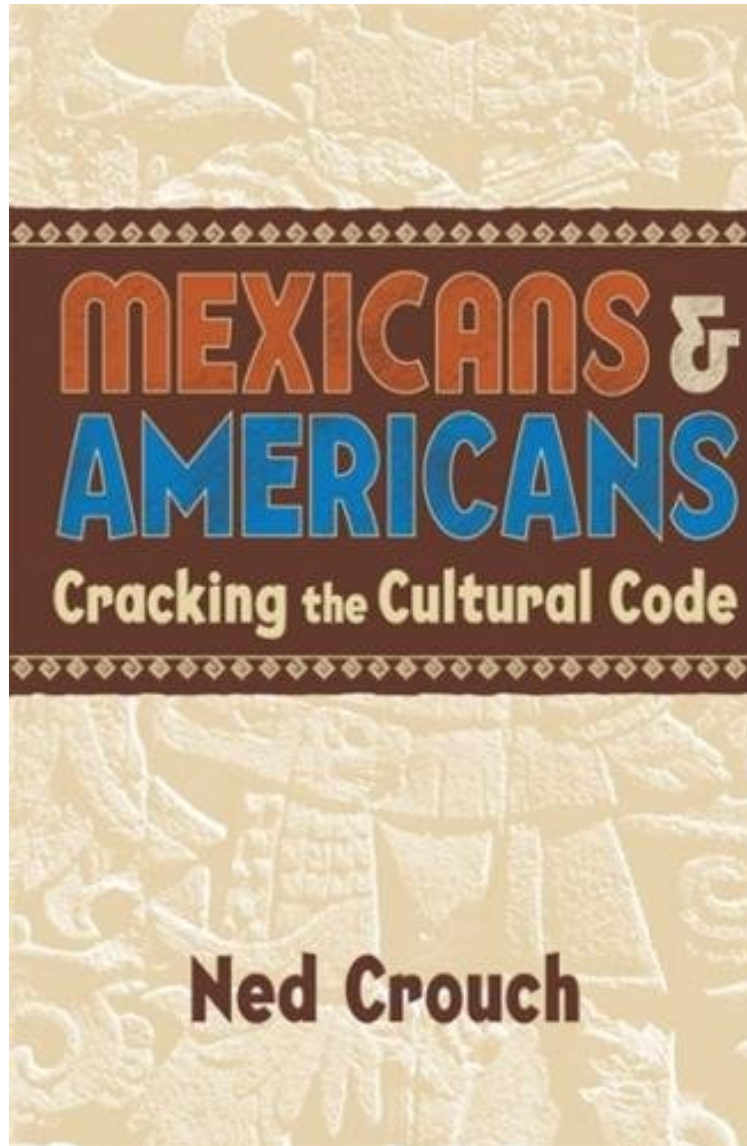


(Ebook pdf) Mexicans Americans: Cracking the Culture Code

Mexicans Americans: Cracking the Culture Code

Ned Crouch

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Ned Crouch : Mexicans Americans: Cracking the Culture Code before purchasing it in order to gage whether or not it would be worth my time, and all praised Mexicans Americans: Cracking the Culture Code:

0 of 0 people found the following review helpful. Perfect for any interactions with MexicansBy Khes12213Amazingly thorough book and perfect for business travel and general understanding of cultural differences. An easy, interesting read that uses relatable and sometimes humorous examples to help understand the points made and apply them to real life instantly. I love this book!As an HR manager I give this book to every employee traveling to Mexico, relocating to

Mexico, or working with Mexicans. 0 of 0 people found the following review helpful. Thank you so very much Mr Crouch! An awesome book. By OERA I have read few others books about us (Mexicans)--written by foreigners and this is, by far--the best and so much different than the other ones. From--my own perspective--Ned really goes out of the way to express his appreciation towards the Mexican culture. He is also telling us where we are short in his own subtle ways but, instead of telling us what we need to do to change he simply suggests to everyone trying to deal with us as we are, in order to avert delays and frustration, a quite valid point. I love his video report on this book: [...] I definitely recommend this book to anyone trying to learn about Mexicans and the way we do everything. Ned is indeed making us better neighbors. 1 of 1 people found the following review helpful. but the insight into Mexican thinking and behavior is great. One can also learn a lot about how ... By BigMac Very informative. Much relates to doing business in Mexico, but the insight into Mexican thinking and behavior is great. One can also learn a lot about how American thinking and behavior often comes into conflict with how things are done in Mexico.

Whether negotiating a delivery date, launching a local franchise or renting a car in Mexico City, speaking the language and knowing the rules of business are not enough. In any culture where yes can mean no??or sometimes maybe??even giants like Wal-Mart and IBM can make costly mistakes. Mexicans and Americans gets to the heart of our differences and lays the groundwork for cultural fluency. Here is a humorous and insightful firsthand look at how to succeed in working with Mexicans??on either side of the border. Steeped in the richness of Mexican culture and history, Ned Crouch helps us understand the most critical elements that determine what works and what doesn't when Mexicans and Americans come together in business: out different views of time and space, and our construction and use of language. He debunks the manana stereotype and offers specific advice on how to cross the cultural divide that separates us.

"I wish I had known all this stuff when I was working in Mexico." -- Gary Simon, President of Sigma Group and Former Executive with El Paso Energy "This should be a textbook worth credit hours...it reads like an adventure novel." -- Peter D. Olsen, Ford Motor Company "Very well written, both as prose and from the ripening of long experience." -- Doug Stuart, Ph.D., Training Manager USA, IOR Global Services "Youve got a hit on your hands. It should be required reading for all MBAs at Harvard Business School." -- I.C. Bupp, Ph.D., former professor, Kennedy School of Government, Harvard University, and author of Energy Future and Light Water With U.S. and Mexico business leaders interacting more, both need to better understand subtle and not-so-subtle cultural differences. -- Grand Rapids Press, September 15, 2004 From the Publisher In any situation when such fundamental concepts as time, space, and language are open to various interpretations, conflicts can arise, misunderstandings occur, and social, economic, and political rifts often result. Author Ned Crouch tackles these critical differences between Mexicans and Americans head-on in MEXICANS AMERICANS: Cracking the Cultural Code. Steeped in the richness of Mexican culture and history, Ned goes head-to-head against the argument that America should try to recapture its Anglocentric core. He argues, instead, for working together to bridge the gap between Hispanics and Americans. He explores the three most critical elements that determine what works and what doesnt when Mexicans and Americans come together: our different views of time, of space, and our construction and use of language. He debunks the maana stereotype. And he shows how the patterns, sounds, and construction of English and Spanish shape cultural attitudes that drive specific behaviors and our differing ideas of hierarchy, authority, class, and gender. From the Inside Flap "Thank you, Ned, for a work that helps bridge the narrowing cultural space that still separates our countries. Your solid experience of doing business in Mexico and the United States permeates through these pages." Miguel Leaman, Mexican Trade Commissioner, Chicago From Guadalajara to Indianapolis, real business examples and dozens of personal dialogues from waiters and cab drivers to lawyers, engineers and CEOs demonstrate common Mexican and American mindsets. Ned Crouch draws on a lifetime of experience to show how Mexicans and American gringos can engage each other and survive the experience in fact, be enriched by it! "Just when you think youve got it all figured out, Ned Crouch adds a new perspective to thinking about cultural differences. Mexicans Americans is insightful, entertaining, and very helpful." Joseph A. Cook, Senior Consultant, RHR International