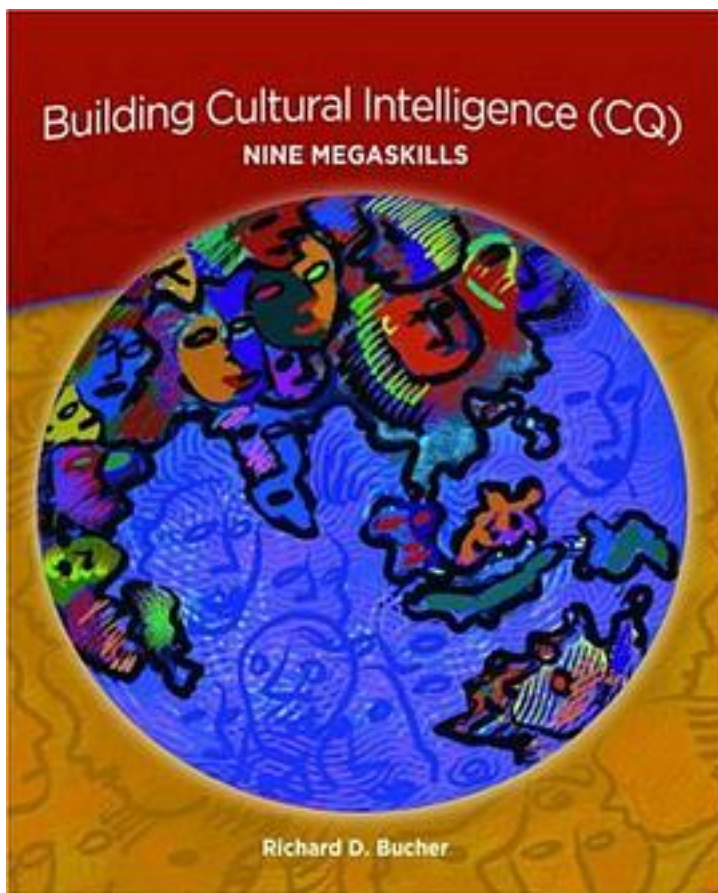


Building Cultural Intelligence



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This book on cultural diversity is suited for general courses across the disciplines (i.e. cultural diversity, human relations, freshman seminar/orientation, counseling, communications, sociology, psychology, business, health and human services, diversity in organizations, theology, education, management) as well as more specific

ones (hospitality management, racial and ethnic relations, customer service, culturally competent health care, managing diversity, teaching diverse populations). The text treats cultural intelligence as something we can learn, develop, and manage ourselves. Readers will develop nine megaskills; skills they can take with them and use at work, at home, abroad, or in any setting where cross-cultural awareness, understanding, and interaction is necessary. These nine megaskills include: understanding my cultural identity; checking cultural lenses; global consciousness; shifting perspectives; intercultural communication; managing cross-cultural conflict; multicultural teaming; managing bias; understanding the dynamics of power. Highly interactive, promotes critical thinking, reflection, and application. Includes self-assessments. Specific performance skills at the beginning of each chapter enable readers to focus on certain competencies they will develop. By building these skills, readers will leverage cultural differences and become a much more valued employee. Throughout the text, research and theory is discussed, specifically with regard to culture and its impact on who we are, how we view ourselves and others, and how we relate in a variety of ways. For additional resources, please visit <http://diversityconsciousness.com>, or link out to the Greater Baltimore Committee Member News section of their Web site at <http://www.gbc.org/News.aspx?id=910>.

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