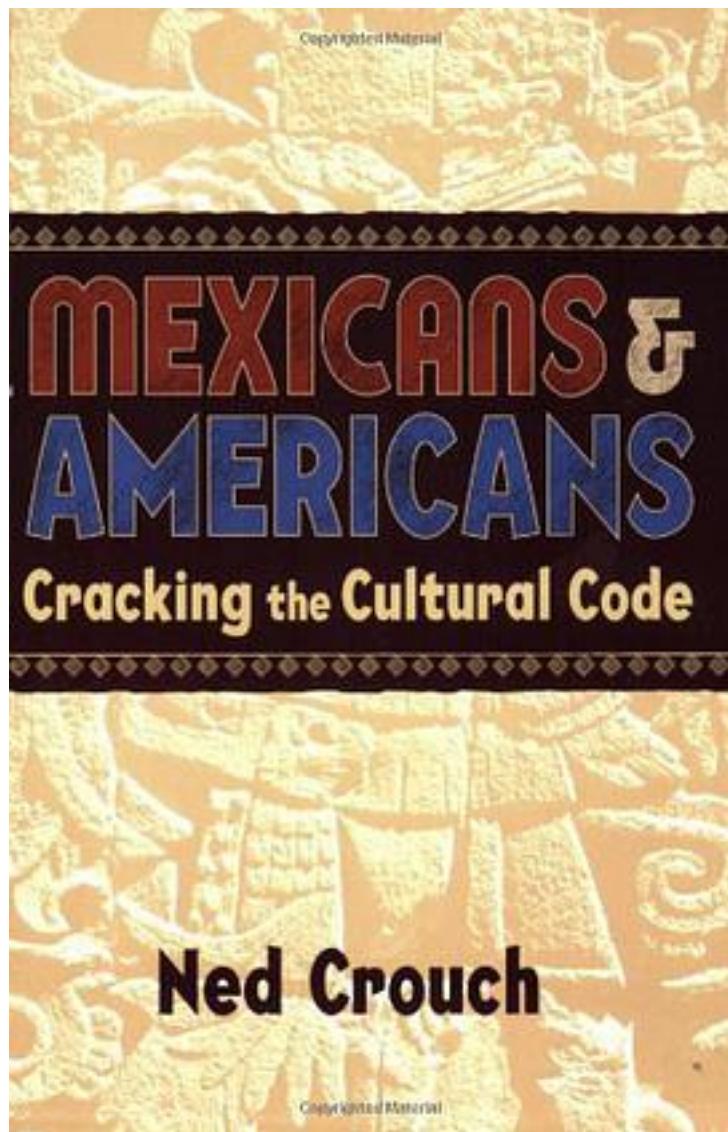


Mexicans and Americans



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We all need help in achieving cultural fluency. We are baffled when problems arise and insist on resolving conflicts according to our cultural norms. When this behaviour kicks in, important deals fall through, opportunities are missed and good will is squandered. *The Meaning of Yes*, is full of humour and lively examples but also offers a serious cultural analysis of how the English speaking nations are different and why. It provides the tools for making practical adjustments and strengthening relationships. From business leaders to travellers, project managers to students studying abroad this is the definitive guide to dealing with Mexicans.

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