What a gold mine of information! What a wealth of material! Exploring Culture is a book that gives the interculturalist real substance and real tools in the same volume. / congratulate the authors for having constructed a masterpiece in intercultural training.

David Irookall, Ph.D.
Universite do Nice Sophia Antipolis
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Full of both practical approaches to intercultural learning and gems of insight into how the Hofstede dimensions work out in the real world, [Exploring Culture] will likely become a dog-eared resident of every intercultural practitioner's bookshelf.

-John W. Bing, ITAP International

Exploring Culture is an impressive addition to...intercultural training, expertly written by three leaders in the field. Must reading for anyone concerned about the effectiveness of people working and living in other cultures.



-Nancy .1. Adler, Ph.D. MtXiill University, Montreal, Canada

Exploring Culture brings Geert Hofstede's five dimensions of national culture to life. Gert Jan Hofstede and his co-authors Paul Pedersen and Geert Hofstede introduce synthetic cultures, the ten "pure" cultural types derived from the extremes of the five dimensions. The result is a playful book of practice that is firmly rooted in theory.

Part light, part serious, but always thought-provoking, this unique book approaches training through the three-part process of building awareness, knowledge, and skills. It leads the reader through the first two components with more than 75 activities, dialogues, stories, and incidents. The Synthetic Culture Laboratory and two full simulations fulfill the skill-building component. *Exploring Culture* is suitable for students, trainers, coaches and educators. It can be used for individual study or as a text, and it serves as an excellent partner to Geert Hofstede's popular *Cultures and Organizations*.

**Gert Jan Hofstede**, son of Geert Hofstede, is a senior researcher in Information Technology at Wageningen University in the Netherlands. He has designed group events and exercises for cross-cultural learning in many countries. **Paul B. Pedersen** is Professor Emeritus at Syracuse University in the Department of Human Services, School of Education. He is a well-known author and authority on cross-cultural counseling. **Geert Hofstede** is an international authority on cross-cultural social psychology and is co-

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