

## **The cultural intelligence difference: master the one skill you can't do without in today's global economy**

Livermore, David, author

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### **Abstrak**

Most people know that some basic cultural sensitivity is important. But few have developed the deep cultural intelligence (CQ) required to really thrive in our multicultural workplaces and globalized world. Now everybody can tap into the power of CQ to enhance their skills and capabilities, from managing multi cultural teams and serving a diverse customer base to negotiating with international suppliers and opening offshore markets. "The Cultural Intelligence Difference" gives readers: a scientifically validated instrument for measuring their personal CQ score; customized strategies for improving interactions with people from diverse cultures; new findings on the bottom-line benefits of cultural intelligence; examples of major organizations that use CQ to achieve success; and, a high CQ points to more than just cultural sensitivity. It is linked to improved decision making, negotiation, networking, and leadership skills - and provides a crucial advantage in a crowded job market. "The Cultural Intelligence Difference" delivers a powerful tool for navigating today's work world with finesse - and success.