

## ABOUT THE CULTURAL COMMUNICATION GUIDE

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8.5" x 5.5", 32 pages.

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The third edition (Summer 2007), features:

- New cultural groups
- More refined distinctions
- Expanded and updated research

The US is experiencing major demographic shifts that are challenging the cultural understanding of its residents. This new dynamic often requires communication between people with different linguistic and cultural backgrounds.

**The Cultural Communication Guide identifies areas of differences among cultural communities which, when unknown, may compromise trust and respect.** We describe communication tendencies observable among many US cultural groups as a resource for fostering cross-cultural interactions that are comfortable, meaningful, and inclusive.

This densely packed Guide is *the* easy-to-use resource for fostering cross-cultural communication, increasing comfort with diverse cultural styles, and learning how to communicate in ways that are meaningful and inclusive.