

Intercultural Interactions: A Practical Guide (Cross Cultural Research and Methodology)


By Richard W. Brislin, Kenneth Cushner, Craig Cherrie


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Cross-cultural orientation programmes are designed to prepare people who are about to interact extensively with others from very different cultural backgrounds. Programme goals include development of better intercultural relations, smoother adjustment to problems and minimization of stress. In this volume a set of training materials has been developed that can form the basis of various cross-cultural orientation programmes. The materials are based on the assumption that there are personal experiences shared by people who live and work in cultures other than their own. These experiences include anxiety, disconfirmed expectancies, ingroup-outgroup distinctions, confrontation with one's own prejudices and attributions about others' behaviour.

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Editorial Review

About the Author

Richard Breslin's current research focuses on mentoring, cross-cultural training materials and the experiences of business people on overseas assignments. Brislin reviews submissions for over ten professional journals and five major textbook publishers. He develops materials for use in cross-cultural training programs and is the author of a text in cross-cultural psychology. One of his books, "The Art of Getting Things Done: A Practical Guide to the Use of Power," was a Book of the Month Club selection in 1992. His most recent publication is Intercultural Interactions: A Practical Guide," published by SAGE Publications.

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