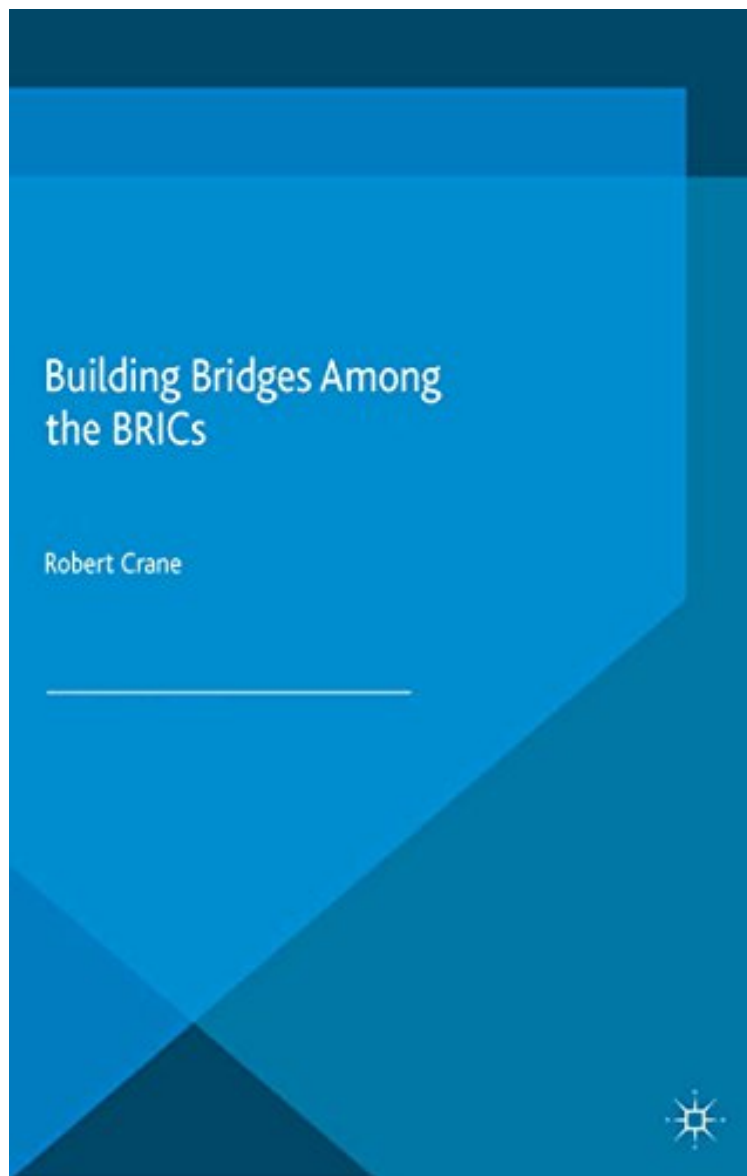


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Building Bridges Among the BRICs

Robert Crane

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All four authors of Building Bridges Among the BRICs take a close look at the national culture of their nations with their strengths and weaknesses for politics and business. They examine the origins of these cultures from the historical

and geographical perspectives.

About the Author Robert Crane teaches about and publishes on cross-cultural subjects. He also does needs analyses and designs educational programs for the senior management of multinational firms. He holds doctoral and master's degrees from institutions in the US, the UK, and France. He has worked in some 60 different countries, taking the time to live with the aboriginal peoples, go through three civil wars, and investigate environmental catastrophes, such as the Aral Sea.