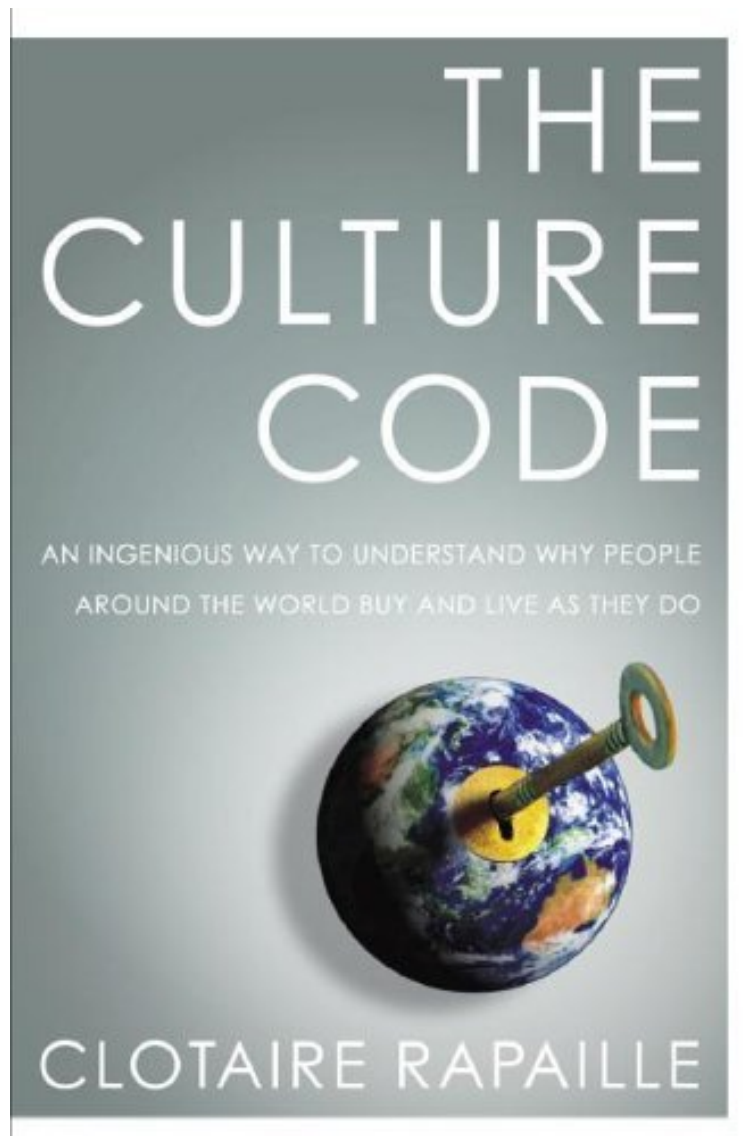


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The Culture Code: An Ingenious Way to Understand Why People Around the World Live and Buy as They Do

Clotaire Rapaille

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Clotaire Rapaille : The Culture Code: An Ingenious Way to Understand Why People Around the World Live and Buy as They Do before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Culture Code: An Ingenious Way to Understand Why People Around the World Live and Buy as They Do:

0 of 0 people found the following review helpful. The Culture Code By Karl H Schwerin Rapaille trained in France as a social scientist, but has spent much of his career as a marketing consultant. The observations presented in The Culture

Code actually have a good deal of anthropological interest. Rapaille displays a particular knack at getting to the core values of various cultures (American, French, German, English, etc.) on which he then develops marketing advice for various national and international companies. While his observations and recommendations are market oriented, he is also skilled at deciphering the (often unconscious) values and motivations of people in each culture, while also showing how they contrast with one another. 2 of 2 people found the following review helpful. Highly recommended for people interested in learning fundamentals of marketing from ... By OSCAR GUZMAN This book is incredibly clear to understand how our culture influences and imprints the way people interpret and react to their reality (and buy products). It describes fundamental clues to "align" our products and services according to this perspective. Highly recommended for people interested in learning fundamentals of marketing from a more anthropological point of view. 0 of 0 people found the following review helpful. I expected more. By remadrid17 The book started out great and very engaging for a reader such as myself. The more and more I got into the book I found myself wanting the author to go a bit deeper than scratching the surface. It took a long time to read because it started to disengage. I wouldn't recommend this one unless you feel compelled to see the author's perspective.

Why are people around the world so very different? What makes us live, buy, even love as we do? The answers are in the codes. In *The Culture Code*, internationally revered cultural anthropologist and marketing expert Clotaire Rapaille reveals for the first time the techniques he has used to improve profitability and practices for dozens of Fortune 100 companies. His groundbreaking revelations shed light not just on business but on the way every human being acts and lives around the world. Rapaille's breakthrough notion is that we acquire a silent system of codes as we grow up within our culture. These codes—the Culture Code—are what make us American, or German, or French, and they invisibly shape how we behave in our personal lives, even when we are completely unaware of our motives. What's more, we can learn to crack the codes that guide our actions and achieve new understanding of why we do the things we do. Rapaille has used the Culture Code to help Chrysler build the PT Cruiser—the most successful American car launch in recent memory. He has used it to help Procter Gamble design its advertising campaign for Folger's coffee—one of the longest lasting and most successful campaigns in the annals of advertising. He has used it to help companies as diverse as GE, ATT, Boeing, Honda, Kellogg, and L'Oréal improve their bottom line at home and overseas. And now, in *The Culture Code*, he uses it to reveal why Americans act distinctly like Americans, and what makes us different from the world around us. In *The Culture Code*, Dr. Rapaille decodes two dozen of our most fundamental archetypes—ranging from sex to money to health to America itself—to give us "a new set of glasses" with which to view our actions and motivations. Why are we so often disillusioned by love? Why is fat a solution rather than a problem? Why do we reject the notion of perfection? Why is fast food in our lives to stay? The answers are in the Codes. Understanding the Codes gives us unprecedented freedom over our lives. It lets us do business in dramatically new ways. And it finally explains why people around the world really are different, and reveals the hidden clues to understanding us all.

From Publishers Weekly French-born marketing consultant and psychoanalyst Rapaille takes a truism—different cultures are, well, different—and expands it by explaining how a nation's history and cultural myths are psychological templates to which its citizens respond unconsciously. Fair enough, but after that, it's all downhill. Rapaille intends his theory of culture codes to help us understand "why people do what they do," but the "fundamental archetypes" he offers are just trumped-up stereotypes. He often supports jarring pronouncements ("The Culture Code for perfection in America is DEATH") with preposterous generalizations and overstatements, e.g., Japanese men "seem utterly incapable of courtship or wooing a woman." Writing with the naïveté of someone who has learned about the world only through Hollywood films, he seems unaware that every person living within a nation's borders doesn't necessarily share the same cultural biases and references. Rapaille's successful consulting career is evidence that he's more convincing in the boardroom than he is on the page. Amid the overheated prose and dubious factoids, it's easy to overlook the book's scattered marketing proposals and employee-management tips. (June 6) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "This book is just plain astonishing! Filled with profound insights and ideas that have enormous consequences for today's organizations. If you want to understand customers, constituencies, and crowds, this book is required reading." —Warren Bennis, Distinguished Professor of Business, University of Southern California and author of *On Becoming a Leader* About the Author Dr. CLOTAIRE RAPAILLE is the chairman of Archetype Discoveries Worldwide and has used this decoding approach for thirty years. He is the personal adviser to ten high-ranking CEOs and is kept on retainer by fifty Fortune 100 companies. He has been profiled in many national media outlets, including 60 Minutes II and on the front page of the New York Times Sunday Styles section. He lives in Tuxedo Park, New York.