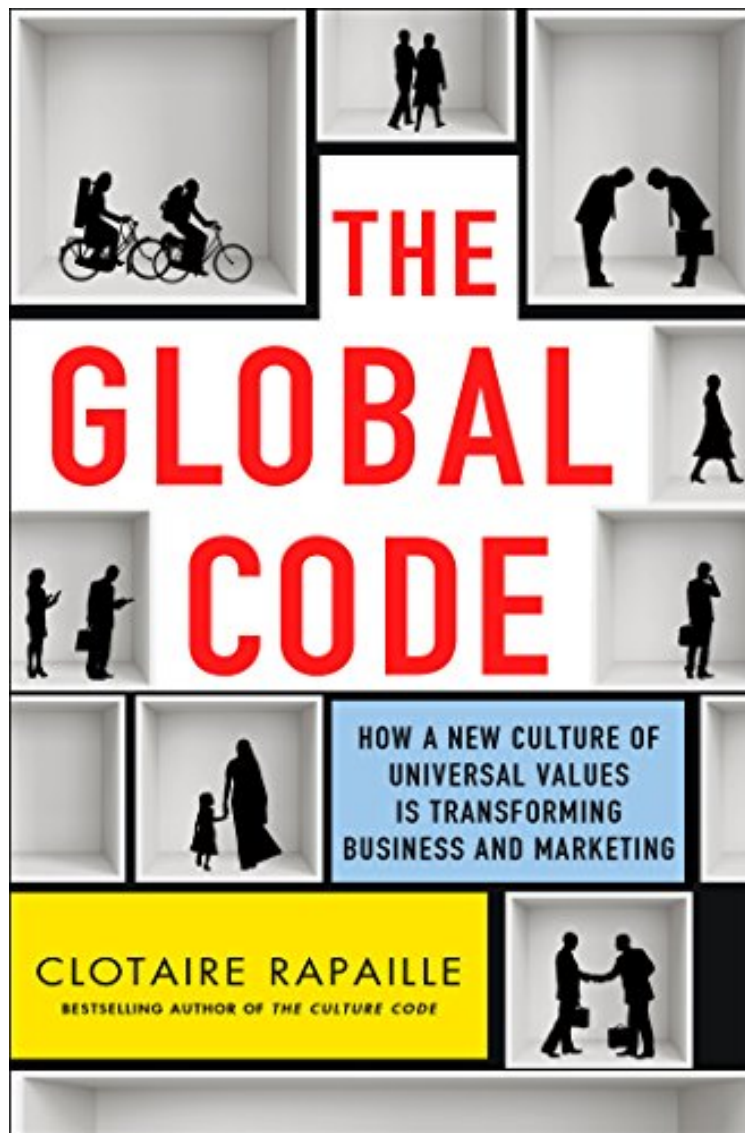


(Mobile book) The Global Code: How a New Culture of Universal Values Is Reshaping Business and Marketing

## The Global Code: How a New Culture of Universal Values Is Reshaping Business and Marketing

*Clotaire Rapaille*

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**Clotaire Rapaille : The Global Code: How a New Culture of Universal Values Is Reshaping Business and Marketing** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Global Code: How a New Culture of Universal Values Is Reshaping Business and Marketing:

5 of 5 people found the following review helpful. 3.5 Stars: Hard to follow how author arrives at insightsBy

Hannah This was not the book I expected it to be. As a HUGE fan of *The Culture Code*, I was expecting more of the same, but with a broader view of the world - a discussion of how we are all becoming culturally assimilated into a common Global Code. That is not what Rapaille found, so that is not what this book is about. For fans of the previous book, there are still a lot of common codes revealed - beauty, luxury, millennials, electricity, security - but without the same in-depth background research that led to the discovery of these codes. This makes his conclusions and predictions seem to come out of nowhere. My other frustration with the book came from his insights into the Global Tribe. For all Rapaille's insistence that attitude and not money create this tribe, it seemed that he only talked about the very wealthy - the "Court". So I left still wondering where the "wanderlusts" of today fit into Rapaille's hierarchy of the Global Tribe. They do not (seem to) aspire to be in the Court, they relish unknown, often uncomfortable experiences, and seek out the bizarre or mundane, like street food. They don't always follow the rule of three. Yet they seem to have the "attitude" Rapaille advocates at the end of the book. Overall, I wish the excellent insights of the book had been presented in a more logical way. As it is, the bizarre conclusions Rapaille draws stand out more than the rest of the content.

1 of 1 people found the following review helpful. very disappointing  
By IrKhouI read a previous book by this author "The Culture Code" and really enjoyed it. It was interesting to read about how, by means of associations, cultural codes were identified and applied when creating new advertising campaigns. I expected "The Global Code" to be similar to "The Culture Code" and hoped to read about how our cultural codes are modified by global interconnection, etc. But this book turned out to be a great disappointment. The author overreaches himself trying to cover too many topics, which often seem unrelated. He introduces so-called global codes, drops them on the reader and never explains what that information was mentioned for (like the information that the Indian Culture Code is separate realities) or how he had come up with those codes. The narration is very subjective. For instance, the authors described the global code on leadership and for this purpose analyzed three politicians, their styles of leadership, etc. The analysis is the author's personal opinion of the three leaders - Presidents Putin, Obama and Holland. The narrative, to my mind, gets offensive and extremely disrespectful at some points. He writes: "The third leader I want to explore is even more abhorrent than the previous two." Mostly the author seems to be enchanted by the lifestyle of the extremely rich - the Global Tribe as he calls them, who, according to the book, using their exclusive credit cards and membership, can do everything and dictate the world how to behave. To Prof. Rapaille's mind, these are the people who create global codes. No empirical data or examples of how the author has reached these conclusions are presented - just his enthusiastic description of the lives of the rich. As it is indeed hard to be proficient in so many areas and present a deep and objective analysis of so many topics in one book, the result is quite disappointing - it's a subjective and superficial enumeration of unrelated topics.

0 of 0 people found the following review helpful. pompous elitism  
By Orri TomassonI read the free kindle sample and liked it. It was a bit of an introduction chapter for the entire book and seemed quite interesting. So I bought the full book (kindle version) and read the first chapter called "The Global Tribe". It was so full of elitism and glorifying an elite group of people. I quit reading the book because the author's pompousness really really annoyed me. I had read his previous book, *The Culture Code*. That one was ok (i'd give it 3,5 stars) but its best was also the free Kindle sample and the rest of it wasn't nearly as good. So just to be clear. Thus one star is based only how bad/annoying this first chapter was. I didn't read the entire book (but I paid for it and really regret it).

For decades, Clotaire Rapaille's work focused on how people's relationships with the most important concepts in their lives - love, health, and money, for instance - are guided by subconscious cultural messages. But recently, he has uncovered a new phenomenon: a "global unconscious," or core values and feelings that are consistent worldwide - the result of our constant interconnectedness. He has also identified a new group who are paving the way for the future of decision-making: the Global Tribe. These individuals are fluent in the language of culture, untied to any notion of nationalism or ideology. They are defining the key values driving our new world economy, with profound implications for how companies market their products and services. Rapaille takes us on a journey through China, Brazil, India, England and everywhere in between to discover the new standards for luxury, pleasure, technology and education. How can elite brands compete in a world of knockoffs? How can universities maintain their prestige when a cheap master's degree or doctorate is only a click away? We must speak the language of the Global Tribe in order to succeed. Building on seven years of research, Rapaille analyzes how this new mindset has taken hold in various regions, and how marketers and service providers can tailor their offerings and marketing accordingly. The *Global Code* is an invaluable glimpse at how our new multi-sphere world is affecting us all.

"Another great book on globalization by Dr. Clotaire Rapaille. The author combines the observation and interpretation skills of a journalist, an anthropologist and a psychoanalyst to document the rise of the new global tribe with universal values to transcend their country of origin identity, prejudices and perspectives." Professor Jagdish N. Sheth, Charles H. Kellstadt Professor of Marketing, Emory University  
Dr. Rapaille has a truly unique way of decoding the deep drivers of human behavior. His previous book, *The Culture Code*, was a treasure trove of consumer

and cultural insights-insights that I have eagerly shared with hundreds of my business students and seminar participants. With *The Global Code*, the fascinating journey in discovery that Dr. Rapaille took us on in his previous book continues. He now takes us on an enlightening voyage across the globe and across time, from the early days of Singapore to modern-day Dubai, the seventeenth-century royal court of Versailles to today's billionaire clubs of Palm Beach, and the luxury high rises of New York to the late-dinner parties of Barcelona. With great erudition and keen perceptivity, he decodes for us the deep global meanings of luxury, beauty, travel, pleasure, and survival; and explains to us how an emerging cosmopolitan community that he calls the "Global Tribe" is fundamentally changing the balance of what is cultural and what is fundamentally universal in our own behavior. A must-read for any global executive.

rdquo; Michel T. Pham, Kravis Professor of Business, Columbia Business School

rdquo; Psychologist Clotaire Rapaille takes you on a penetrating journey into the world of the Global Tribe-the almost nationless world trotters who are setting today's tastes and trends. These men and women may be just as foreign as the peoples of deepest ia-yet this tribe represents tomorrow, not yesterday. They pack almost nothing; home is where they are; and their daily buying and behaving set the bar for the rest of us. Moreover, Rapaille uses brain science to break their unconscious code of ethics. It's a fascinating read. And if you travel to other countries, you will never see them quite the same way again.

rdquo; Helen Fisher, Anthropologist and Senior Research Fellow, The Kinsey Instituteldquo;The book is at its most insightful when describing a bold new concept, the Global Tribe, and identifying the unique values and the principles that characterize its members.

rdquo; Olivier De Lisle, Senior Vice President of Fine Fragrances Department, Firmenich, SA

rdquo; An absolutely fascinating book!

rdquo; Nicholas F.S. Papanicolaou, Co-founder of the World Public Forum "Dialogue of Civilizations"

rdquo; This book offers a different way to view our world. That new lens brings new insight, and it challenges us to connect to each other in ways that make the world a better place.

rdquo; Blake Emery, Director, Differentiation Strategy, Boeing Commercial Airplanes

rdquo; The Global Code is both fascinating and useful for marketers, business-people-and all other people.

rdquo; Mark McNeilly, Author and Marketing Professor of the Practice, UNC Kenan-Flagler Business School

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rdquo; Helen Fisher, Anthropologist and Senior Research Fellow, The Kinsey Instituteldquo; A view of the future that mixes high society and more pedestrian archetypes, with nuances of Lisa Bernbach, Richard Florida and Faith Popcorn...Intriguing.

rdquo; Library Journal

About the Author

DR. CLOTAIRE RAPAILLE is the founder of Archetype Discoveries Worldwide, a company that has been successfully guiding its clients' interests in marketing, brand positioning, advertising, and product development since 1976. Their global clients include Boeing, Citibank, Fidelity Investments, Ford Motor Company, General Electric, Georgetown University, IBM, Honda, Johnson Johnson, L'Oreal, and Procter Gamble, among other Fortune 100 companies. He lives in Palm Beach, FL.