



# **Speaking of India: Revised Edition: Bridging the Communication Gap When Working with Indians**

*Craig Storti*

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"Storti's cultural observations about Indians are spot on."—Ranjini Manian, CEO, Global Adjustments, and author of *Doing Business in India for Dummies*

"This is a must read! It provides rich insight into why routine interactions are often misconstrued, and offers practical advice on how to present material so both the East and West can relate."—Nikki Webster, Learning and Development Director, CNA Insurance Companies

Westerners and Indians are working more closely together and in greater numbers than ever before. The opportunities are vast, and so is the cultural divide. Misunderstanding, misinterpretation, missed deadlines, and frustration due to cultural differences raise havoc on success. Any Westerner conducting business with Indians and any Indian trying to figure out the West will recognize the challenge.

In this revised and expanded edition of *Speaking of India*, author and intercultural communications expert Craig Storti helps to ease the frustration and bring cultural understanding in business and life. With a new foreword by Ranjini Manian, the book also features new content on managing remotely, and the results of a five-year cultural survey.

**Craig Storti** is a nationally known figure and a leading voice in the field of intercultural communications and cross-cultural adaptation. He is the author of numerous works, including *Americans at Work*, *Art of Coming Home*, *Cross-Cultural Dialogues*, and *Culture Matters*—all available from Nicholas Brealey Publishing—as well as a cross-cultural workbook used by the US government in over ninety countries. Craig lives in Westminster, Maryland.

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