Culture's Software: Communication Styles

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When Geert Hofstede famously defined culture as collective programming of the mind, the definition broadly referred to culture as such, including all the layers in his onion model. The title of this volume, Cultures Software, represents a development of this original idea and was inspired by none other than Professor Hofstede himself. He used this phrase over thirty years later when lecturing to an international group of scholars gathered in Poland to debate the idea of cultural communication styles, which has, in recent years, been fruitfully discussed from a fresh perspective by scholars working within cognitive and cultural linguistics. The debate has given rise to this book, which will inspire further research into this fascinating subject.

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