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# Bamboo Strong: Cultural Intelligence Secrets to Succeed in the New Global Economy

*David Clive Price Ph.D.*

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# Bamboo Strong: Cultural Intelligence Secrets to Succeed in the New Global Economy

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**Bamboo Strong: Cultural Intelligence Secrets to Succeed in the New Global Economy** David Clive Price Ph.D.

A proven system to develop your Cultural Intelligence (CQ), with success strategies and inspiring examples from around the world. The business leaders of today face extraordinary complexity, rapid change and increasing diversity in their markets and workforces. And yet more than 90 per cent of global executives identify cross-cultural effectiveness as their biggest challenge. This book gives you the tools and confidence to transform your business, personal and financial performance.

"Bamboo Strong cuts to the chase as to why business owners and executives fail in new markets and cultures. It provides deep insights into the global challenges businesses face and delivers practical and innovative solutions you can profit from immediately. It’s destined to be the cross-cultural handbook of the decade."

**Jason Jennings, worldwide bestselling author of Think BIG - Act Small**

"An essential read that is a wise and powerful compendium of strategies to help you truly prosper as a business owner or executive in the new global economy."

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"A must-read for anyone who owns or manages a multicultural organisation or business and wants to create a culture of creativity and innovation based on diversity."

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