



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

By Clotaire Rapaille

Little, Brown Company, United States, 2008. CD-Audio. Book Condition: New. Unabridged. 152 x 135 mm. Language: English . Brand New. 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 culture codes invisibly shape how we behave in our personal lives, even when we are completely unaware of our motives. We can learn to crack these Codes 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, helped Procter Gamble design its campaign for Folger's coffee, one of the longest-lasting and most successful advertising campaigns. He has helped GE, ATT, Boeing, Honda, Kellogg, and L Oreal improve their bottom line at home and abroad. Now, in this audiobook he uses it to...



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