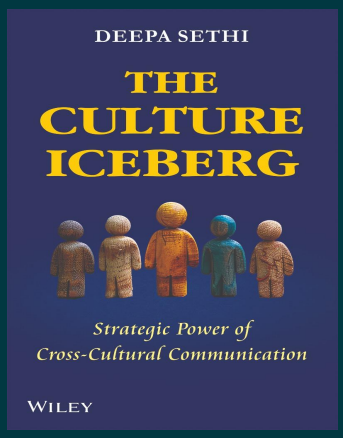
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The Culture Iceberg: Strategic Power of Cross-Cultural Communication

By Deepa Sethi

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Description

The Culture Iceberg: Strategic Power of Cross-Cultural Communication explores the hidden forces shaping how people interpret meaning, build trust, and collaborate across cultures. In today's interconnected world, workplace misunderstandings rarely arise from bad intentions; they stem from invisible assumptions about hierarchy, dignity, time, and communication styles beneath everyday interactions.

Using the iceberg metaphor, the book shows how visible behaviors, such as tone, participation, disagreement, or silence, often conceal deeper cultural logics that shape understanding. Drawing on leading cross-cultural theories and practical organizational examples, it provides a framework for decoding these hidden layers and navigating diverse environments.

Addressing multicultural teamwork, leadership, and the growing influence of digital platforms and AI on communication, the book equips professionals, leaders, and students with cultural intelligence to interpret differences thoughtfully and transform cultural diversity into insight, trust, and collaboration.

About the Author

Deepa Sethi

Prof. Deepa Sethi is a Professor of Communication and Executive Chair of Global Linkage, Outreach, Branding, and Evaluation (G.L.O.B.E.) at the Indian Institute of Management Kozhikode. Her work spans cross-cultural communication, executive presence, organizational behavior, and global leadership. Drawing on extensive experience in classrooms, boardrooms, executive education, and international collaborations, she helps leaders decode cultural meaning and communicate with clarity, respect, and impact in global and digital workplaces.

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