



## Au Contraire: Figuring out the French

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By Asselin, Gilles; Mastron, Ruth

Nicholas Brealey Publishing, 2000. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: When Coca-Cola entered the French market with a hard-core bottom-line management style, they were met with boycotts in cafes and supermarkets. At the launch of Euro Disney in Paris, Mickey Mouse was greeted by angry protestors hurling tomatoes and eggs. As a culture, the French are fiercely independent yet romantic, conservative yet avant-garde, rational yet emotional. Written for anyone interested in or interacting with the French, *Au Contraire : Figuring Out the French* unearths the often-invisible cultural forces that govern behavior. Gilles Asselin and Ruth Mastron draw upon their own experiences as consultants and trainers, as well as that of expatriate students and professionals, to offer the best and most useful analysis and advice on French-American intercultural relations. Going beyond the obvious, this bilingual and bicultural author team explores what lies behind what we see: the assumptions, attitudes, patterns of thought and beliefs that make the French so French. In a global world filled with multinational mergers and international partnerships, *Au Contraire* provides context and perspective on what happens when Americans and the French come together at work, at home, and in any social setting,...



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### Reviews

*Complete guide! Its such a great study. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book.*

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*This ebook is indeed gripping and fascinating. It is definitely simplistic but excitement from the 50 % of your book. You wont sense monotony at at any time of your own time (that's what catalogs are for relating to should you check with me).*

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