Broadly, these cultural dimensions can be viewed as ‘laws’ of culture. But as they are value based and derived from normative practices, differences and similarities can be readily seen. Often what may work well in a foreign culture may not always work as well in the local culture. This may be due in part to the differences in cultural values and norms.

This is where the Cross Cultural Game helps the player quickly learn to recognize the ‘how’ and ‘why’ of differences from culture to culture. This is especially important when working in a multi-cultural society.

The Cross Cultural Game (CCG)

Highly interactive cultural game!

This is based on the 48 items in the Cultural Values and Dimensions Survey – It is a fun, interactive and colorful card game that helps us understand these cultural ‘laws’ or patterns of behavior that are unique to different cultures.

Contact Us:
603-7957-1130

Brain Dynamics Global
No: 7, Jalan 16/3, 46350 Petaling Jaya, Selangor, Malaysia

Telephone: 603-7957-1130, Fax: 603-7955-4571

E-mail: admin@bdglobal.org, www.bdglobal.org