



# Cultural Intelligence: CQ: The Competitive Edge for Leaders Crossing Borders

Julia Middleton



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Right now, vast amounts of time and money are being invested all round the world in building global brands and organisations. But where are the global leaders who will lead them? Leaders who can cross cultural boundaries: between east and west, and north and south; between faiths and beliefs; between public, private and voluntary sectors; and between the generations?

Where are the leaders who can lead in what Julia calls the "magnet cities" of the world: where the world's most talented young people will convene? Because these people will simply turn their backs on bosses who demand that their teams think and behave alike.

The race is on to develop leaders with CQ. And this book is designed to give readers a decisive head start.

In the process, Julia has spoken to leaders all round the world, and invited them to tell their own CQ stories: successful and disastrous, serious and funny, poignant, pragmatic and often highly personal. The result is surprising, challenging and frequently uncomfortable (there is no simplistic advice here about how to exchange business cards in the correct local manner).

But the ambition is huge. As is the prize for the next generation of leaders who see the opportunity she outlines - and grasp it.



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