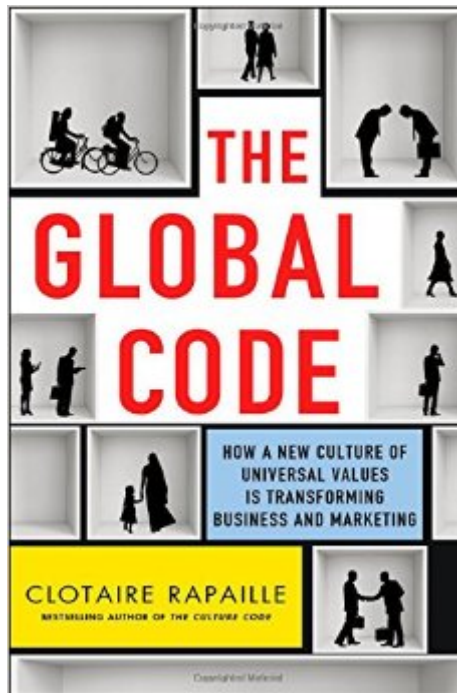


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# The Global Code: How A New Culture Of Universal Values Is Reshaping Business And Marketing



## Synopsis

For decades, Clotaire Rapaille's work focused on how people's relationships with the most important concepts in their lives—love, health, and money, for instance—are guided by subconscious cultural messages. But recently, he has uncovered a new phenomenon: a "global unconscious," or core values and feelings that are consistent worldwide—the result of our constant interconnectedness. He has also identified a new group who are paving the way for the future of decision-making: the Global Tribe. These individuals are fluent in the language of culture, untied to any notion of nationalism or ideology. They are defining the key values driving our new world economy, with profound implications for how companies market their products and services. Rapaille takes us on a journey through China, Brazil, India, England and everywhere in between to discover the new standards for luxury, pleasure, technology and education. How can elite brands compete in a world of knockoffs? How can universities maintain their prestige when a cheap master's degree or doctorate is only a click away? We must speak the language of the Global Tribe in order to succeed. Building on seven years of research, Rapaille analyzes how this new mindset has taken hold in various regions, and how marketers and service providers can tailor their offerings and marketing accordingly. The Global Code is an invaluable glimpse at how our new multi-sphere world is affecting us all.

## Book Information

Hardcover: 304 pages

Publisher: St. Martin's Press (September 29, 2015)

Language: English

ISBN-10: 1137279710

ISBN-13: 978-1137279712

Product Dimensions: 6.4 x 1.1 x 9.5 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 3.2 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #628,501 in Books (See Top 100 in Books) #123 in [Books > Business & Money > Marketing & Sales > Marketing > Industrial](#) #183 in [Books > Business & Money > International > Global Marketing](#)

## Customer Reviews

This was not the book I expected it to be. As a HUGE fan of The Culture Code, I was expecting more of the same, but with a broader view of the world - a discussion of how we are all becoming

culturally assimilated into a common Global Code. That is not what Rapaille found, so that is not what this book is about. For fans of the previous book, there are still a lot of common codes revealed - beauty, luxury, millennials, electricity, security - but without the same in-depth background research that led to the discovery of these codes. This makes his conclusions and predictions seem to come out of nowhere. My other frustration with the book came from his insights into the Global Tribe. For all Rapaille's insistence that attitude and not money create this tribe, it seemed that he only talked about the very wealthy - the "Court". So I left still wondering where the "wanderlusts" of today fit into Rapaille's hierarchy of the Global Tribe. They do not (seem to) aspire to be in the Court, they relish unknown, often uncomfortable experiences, and seek out the bizarre or mundane, like street food. They don't always follow the rule of three. Yet they seem to have the "attitude" Rapaille advocates at the end of the book. Overall, I wish the excellent insights of the book had been presented in a more logical way. As it is, the bizarre conclusions Rapaille draws stand out more than the rest of the content.

I read a previous book by this author - "The Culture Code" - and really enjoyed it. It was interesting to read about how, by means of associations, cultural codes were identified and applied when creating new advertising campaigns. I expected "The Global Code" to be similar to "The Culture Code" and hoped to read about how our cultural codes are modified by global interconnection, etc. But this book turned out to be a great disappointment. The author overreaches himself trying to cover too many topics, which often seem unrelated. He introduces so-called global codes, drops them on the reader and never explains what that information was mentioned for (like the information that the Indian Culture Code is separate realities) or how he had come up with those codes. The narration is very subjective. For instance, the author described the global code on leadership and for this purpose analyzed three politicians, their styles of leadership, etc. The analysis is the author's personal opinion of the three leaders - Presidents Putin, Obama and Holland. The narrative, to my mind, gets offensive and extremely disrespectful at some points. He writes: "The third leader I want to explore is even more abhorrent than the previous two". Mostly the author seems to be enchanted by the lifestyle of the extremely rich - the Global Tribe as he calls them, who, according to the book, using their exclusive credit cards and membership, can do everything and dictate the world how to behave. To Prof. Rapaille's mind, these are the people who create global codes. No empirical data or examples of how the author has reached these conclusions are presented - just his enthusiastic description of the lives of the rich. As it is indeed hard to be proficient in so many areas and present a deep and objective analysis

of so many topics in one book, the result is quite disappointing â “ itâ™s a subjective and superficial enumeration of unrelated topics.

A remarkable book that's become one of my reference books. Itâ™s a must-read for every marketer who targets millennials, the global market and/or high net worth individuals. Without question, itâ™s a book for big thinkers as Dr. Clotaire is ahead of the market. I understand some donâ™t understand this market; but it exists and I see it in my customer base. Iâ™ve refer to the book often; all high-level executives will too. Iâ™ve also recommended the book to several clients and the responses back have always been positive. Chris Ramey

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