



## Perception and Deception: A Mind-Opening Journey Across Cultures

By Joe Lurie



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### Perception and Deception: A Mind-Opening Journey Across Cultures By Joe Lurie

*Perception and Deception* is an engaging and insightful introduction to cross-cultural communication in a globalized world. Joe's infectious curiosity in uncovering and understanding cultural differences will help readers, no matter their profession, age or cultural background, gain a fuller appreciation for the richness of human diversity, and the multiple things that can go wrong when trying to communicate across cultures.

*Perception and Deception: A Mind Opening Journey Across Cultures*, is an entertaining, eye-opening and easy-to-read book that contains dozens of intriguing intercultural experiences, gathered from Joe's research and his decades living abroad and managing Berkeley's International House, one of the largest, most diverse living centers on the planet. In an informative and enticing manner, the author explains how he discovered that his perception of a situation could be "deceptive" when he looked at it simply through his own Lens. Joe's growing self-awareness of the impact of culture is clearly illustrated through his humorous stories and striking culture clash examples from news reports across the globe. Better yet, these stories are indexed by culture! Joe also shares pearls of wisdom about perception, perspective and the nature of "truth" from his rich personal collection of proverbs and sayings from around the world.

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### Editorial Review

#### About the Author

Joe Lurie is a cross-cultural communication trainer, teacher, and speaker, and Executive Director Emeritus of the University of California, Berkeley's International House. A former Peace Corps Volunteer in Kenya, he has directed programs in France, Kenya, and Ghana for the School for International Training, and served as Vice President for AFS Intercultural Programs in the USA.

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