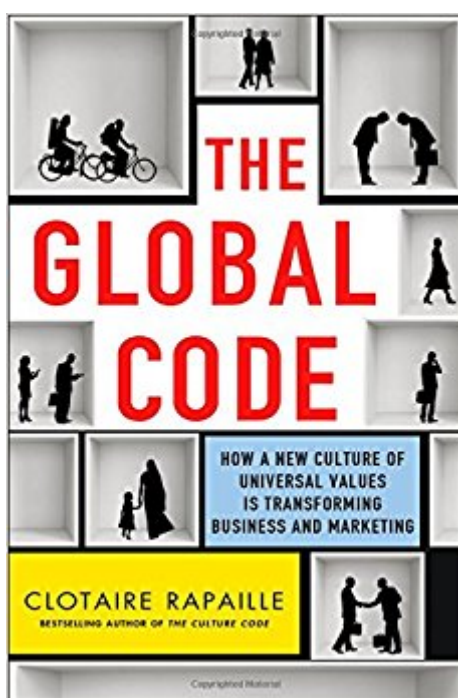


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# The Global Code: How A New Culture Of Universal Values Is Reshaping Business And Marketing



## 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

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## Customer Reviews

“Another great book on globalization by Dr. Clotaire Rapaille. The author combines the observation and interpretation skills of a journalist, an anthropologist and a psychoanalyst to

document the rise of the new global tribe with universal values to transcend their country of origin identity, prejudices and perspectives.

— Professor Jagdish N. Sheth, Charles H. Kellstadt Professor of Marketing, Emory University

— “Dr. Rapaille has a truly unique way of decoding the deep drivers of human behavior. His previous book, *The Culture Code*, was a treasure trove of consumer and cultural insights—insights that I have eagerly shared with hundreds of my business students and seminar participants. With *The Global Code*, the fascinating journey in discovery that Dr. Rapaille took us on in his previous book continues. He now takes us on an enlightening voyage across the globe and across time, from the early days of Singapore to modern-day Dubai, the seventeenth-century royal court of Versailles to today’s billionaire clubs of Palm Beach, and the luxury high rises of New York to the late-dinner parties of Barcelona. With great erudition and keen perceptivity, he decodes for us the deep global meanings of luxury, beauty, travel, pleasure, and survival; and explains to us how an emerging cosmopolitan community that he calls the “Global Tribe” is fundamentally changing the balance of what is cultural and what is fundamentally universal in our own behavior. A must-read for any global executive.

— Michel T. Pham, Kravis Professor of Business, Columbia Business School

— “Psychologist Clotaire Rapaille takes you on a penetrating journey into the world of the Global Tribe—the almost nationless world trotters who are setting today’s tastes and trends. These men and women may be just as foreign as the peoples of deepest India—yet this tribe represents tomorrow, not yesterday. They pack almost nothing; home is where they are; and their daily buying and behaving set the bar for the rest of us. Moreover, Rapaille uses brain science to break their unconscious code of ethics. It’s a fascinating read. And if you travel to other countries, you will never see them quite the same way again.

— Helen Fisher, Anthropologist and Senior Research Fellow, The Kinsey Institute

— “The book is at its most insightful when describing a bold new concept, the Global Tribe, and identifying the unique values and the principles that characterize its members.

— Olivier De Lisle, Senior Vice President of Fine Fragrances Department, Firmenich, SA

— “An absolutely fascinating book!

— Nicholas F.S. Papanicolaou, Co-founder of the World Public Forum “Dialogue of Civilizations”

— “This book offers a different way to view our world. That new lens brings new insight, and it challenges us to connect to each other in ways that make the world a better place.

— Blake Emery, Director, Differentiation Strategy, Boeing Commercial Airplanes

— “The *Global Code* is both fascinating and useful for marketers, business-people—and all other people.

— Mark McNeilly, Author and Marketing Professor of the Practice, UNC Kenan-Flagler Business School

— “Psychologist Clotaire

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—Helen Fisher, Anthropologist and Senior Research Fellow, The Kinsey Institute

“A view of the future that mixes high society and more pedestrian archetypes, with nuances of Lisa Bernbach, Richard Florida and Faith Popcorn...Intriguing.”

—Library Journal

DR. CLOTAIRE RAPAILLE is the founder of Archetype Discoveries Worldwide, a company that has been successfully guiding its clients’ interests in marketing, brand positioning, advertising, and product development since 1976. Their global clients include Boeing, Citibank, Fidelity Investments, Ford Motor Company, General Electric, Georgetown University, IBM, Honda, Johnson & Johnson, L’Oreal, and Procter & Gamble, among other Fortune 100 companies. He lives in Palm Beach, FL.

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 instance 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 authors 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 – it's a subjective and superficial enumeration of unrelated topics.

I read the free kindle sample and liked it. It was a bit of an introduction chapter for the entire book and seemed quite interesting. So I bought the full book (kindle version) and read the first chapter called "The Global Tribe". It was so full of elitism and glorifying an elite group of people. I quit reading the book because the author's pompousness really really annoyed me. I had read his previous book, the culture code. That one was ok (i'd give it 3,5 stars) but its best was also the free Kindle sample and the rest of it wasn't nearly as good. So just to be clear. Thus one star is based only how bad/annoying this first chapter was. I didn't read the entire book (but I payed for it and really regret it).

For all you international types, the bi- and tri-lingual, those who studied abroad and loved it, all of

you with international families and friends, this book is fantastic. Well-researched and delightful to read, Dr. Rapaille unveils codes for understanding how members of the "Global Tribe" are changing our culture. Discover the universal values shaping business and read tips for developing your own global brand. This book really lays out in a useful way what I have intuitively felt over the years about global culture. I think you'll find he confirms what you have felt to be true but didn't have the details spelled out because hardly anyone talks about this.

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

Had bigger expectations. Lack of data, but a lot of arguments.

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