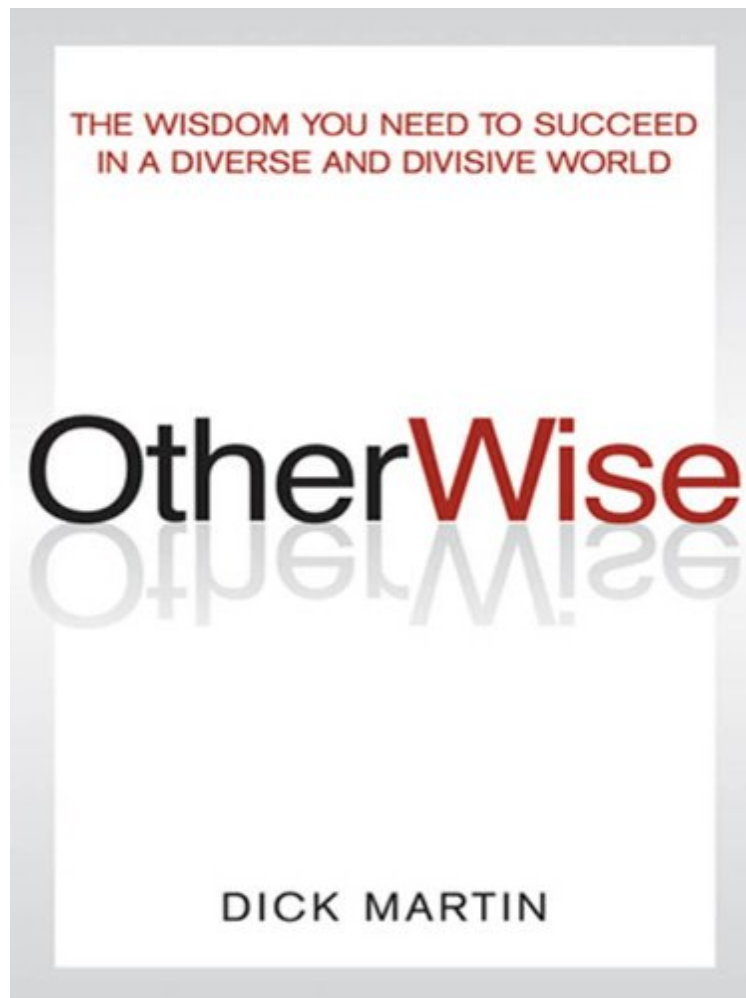


OtherWise: The Wisdom You Need to Succeed in a Diverse and Divisive World

Dick Martin

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Dick Martin : OtherWise: The Wisdom You Need to Succeed in a Diverse and Divisive World before purchasing it in order to gage whether or not it would be worth my time, and all praised OtherWise: The Wisdom You Need to Succeed in a Diverse and Divisive World:

3 of 3 people found the following review helpful. Great, readable book to help you get over the barrier of "otherizing"By E. Bruce HarrisonAs a lover of books that make you think and give you clues to act, and as a faculty member at Georgetown University teaching graduate students about leadership communication, I strongly recommend Dick Martin's latest book. As I read it, I kept subvocalizing, yes, that's the way to think "otherwise." Martin tackles what is, indeed, the defining issue of our time: how do we deal in an entirely open world of communicating and clustering into like-minded crowds and easy-to-reach information clouds with the persistent process of what he calls "otherizing" -- seeing the world and people as "us" and "them". Competent in story-telling and easy-to-grasp

references, Martin makes the case for empathy, reduced bias, and use of technology to melt barriers in personal and business dealings. I like the way he accepts the inevitability of human recognition of differences in cultures, and points up the opportunity of new realities in a world that is super-connected and virtually transparent. *OtherWise* is substantial without overdosing. Concise chapters, personal stories (with a very moving recollection of his famous boss at ATT, Marilyn Laurie, who encouraged his engagement in social, public issues) and compelling writing style make this book compelling and fun to read. 2 of 2 people found the following review helpful. *Get Over It, Get Used To It, And Get On With It* By The Pennsylvanian "You're not teaching any of that multi-cultural stuff at your school, are you?" So said one of the kindest, most generous 81-year old white grandmothers I know. She regarded the reorientation of the American make-up happening all around her as upsetting and unwelcome - too much change, too fast. Dick Martin explains that change in "*OtherWise*" and posits a challenge to the rest of us to get over it, get used to it, and get on with seizing the opportunities, business and otherwise, that it so clearly presents. If you and your colleagues want to survive this change in markets, here in the USA or elsewhere in the world, you need to absorb the teachings Martin sets out and make them an integral part of your strategy going forward. Otherwise, you are likely to end up like my dear older friend, unhappy with the change all around us and, in your case at least, unable both to cope with the challenges this change presents and to recognize the amazing possibilities it offers to those of us who are "*OtherWise*." 1 of 1 people found the following review helpful. *To See Ourselves as Others See Us* By Ian Greenham Robert Burns said it in fewer words, but Dick Martin's tour de force on human mutual (mis)understanding brings such richness of research and experience to the subject, he gives new hope for overcoming the formidable challenges of intolerance. If like me, you tend to otherize greedy corporate automatons, don't be misled before opening the book into thinking it's just designed to help US multinationals sell more products overseas. It's not; it's about people. It's very wise, very human and very readable.

Everyone puts multiethnic faces in marketing materials, but it's mostly a token gesture. Because even as the U.S. grows increasingly diverse, most professionals have little real knowledge of those different from themselves. *OtherWise* is a deep and engaging exploration of diversity in America and how we can bridge differences across race, ethnicity, culture, sexual orientation, faith, and even politics. It goes far beyond census data into the realm of cognitive and social science, helping readers break through stereotypes and fears to a profound understanding of people unlike themselves. This is not touchy-feely stuff, but crucial information for businesspeople everywhere whose success depends on embracing the new realities of their workforce, their suppliers, and their customers. Readers will discover: What America's changing demography means for business; How unconscious biases shape behaviors and beliefs; How to connect across cultures, borders, and perspectives; How to move beyond tolerating differences to capitalizing on them. *OtherWise* strips away the barriers of our unconscious and lays bare profound truths for relating to others around us.

"Martin's research, writing style, and breadth of subject succeed in revealing unconscious patterns and prejudices we may have..." --Publishers Weekly "...a thoughtful, balanced and extensively researched exploration of American diversity. *OtherWise* deserves a wide circulation..." --Soundview Executive Book Alert From the Inside Flap Most professional people think they have a good grasp of diversity and how it impacts their business. They can point to company websites with ethnic faces, and ads tailored for multicultural audiences. They may even have suppliers in South Asia and customers with foreign addresses. But diversity means more than it used to. Multicultural markets are becoming the new mainstream in the United States as the non-Hispanic white population is on course to slip below 50 percent. Globalization is remaking markets as a new middle class emerges in developing countries. Meanwhile, technologies that promised to make the world smaller are making us smaller by enabling us to create our own worlds, isolated from people who are different, or just think differently. The fissures of partisanship, class, and belief are creating increasingly fractious societies. Building relationships in such a diverse and divisive world requires broader and more inclusive thinking. It's not enough to be smart; we also have to be *OtherWise*. But how do you let go of the barriers and baggage that get in the way of understanding others, whether down the hall or on the other side of the globe? *OtherWise* is a deep and engaging exploration of diversity in America and beyond, showing how we can bridge differences across race, ethnicity, culture, sexual orientation, faith, and even politics. It goes far beyond census data into the realm of cognitive and social science, helping readers break through stereotypes and fears to develop a profound understanding of people unlike themselves. This is not touchy-feely stuff, but crucial information for businesspeople everywhere whose success depends on embracing the new realities of our increasingly fragmented and global society. You'll find insights on: • How unconscious biases shape behaviors and beliefs, and how developing empathy and respect for other perspectives can alter those ideas • How to acknowledge the differences among people while focusing on their commonalities • How to target a complex market, where the old "married-with-children" profile accounts for less than 20 percent of adults • How to sink roots and build enduring relationships in global markets • Why technology has made people more tribal, and how to connect across differences and much more. *OtherWise* strips away the barriers of our unconscious;

and Idquo;themrdquo;, and lays bare profound truths for relating to others around us. Dick Martin is a writer whose articles have appeared in the Harvard Business and other publications. The author of Tough Calls, he was executive vice president of public relations, employee communications, and brand management for ATT. He lives in Summit, New Jersey. From the Back Cover Fear of immigrants, ethnic differences, culture wars, political polarization - these are forces that divide us. OtherWise steers us toward common ground in a world of difference. OtherWise moves beyond merely Idquo;tolerating differencerdquo; to help you assess your underlying beliefs and undergo the changes in perspective and attitude that are required for managing and leading today. Informed by dozens of interviews and packed with illuminating data and powerful examples, this original book explains what Americarsquo;s changing demography means for business, and how to shake off the fear of the unknown and truly connect across cultures, borders, and perspectives. Advance Praise for OtherWise: Idquo;OtherWise is a must-read. The steps it advances are key to the improvement of our society, and all should heed its advice.rdqquo; mdash; Robert L. Dilenschneider, Founder and Principal, The Dilenschneider Group Idquo;OtherWise is a superbly written handbook on how to make it in a changing and increasingly divisive worldmdash;must reading for anyone seeking success.rdqquo; mdash; Harold Burson, Founding Chairman, Burson-Marsteller Idquo;Copies of OtherWise should occupy prominent space in the nationrsquo;s major colleges and corporate marketing departments, and be required reading for anyone interested in the future of advertising and the global economy.rdqquo; mdash; Byron Lewis, Founder and CEO, UniWorld Group Idquo;Dick Martin makes a profound argument that the opposite of intolerance is not tolerance, it is hospitality. OtherWise lives up to its title, and imparts wisdom on how to be hospitable to others. His book challenges beliefs and feelings to provide wisdom that might take one a lifetime to achieve, if at all. I will make sure my friends and colleagues all read this book.rdqquo; mdash; David Kenny, Chairman and CEO, The Weather Channel Companies