

## Tool 5 – Persuading

Based on the book *The Culture Map* by Erin Meyer

<b>ARG</b> Argentina	<b>AUS</b> Australia	<b>BRA</b> Brazil	<b>CAN</b> Canada	<b>DEN</b> Denmark	<b>FRA</b> France	<b>GER</b> Germany
<b>ITA</b> Italy	<b>MEX</b> Mexico	<b>NED</b> Netherlands	<b>RUS</b> Russia	<b>ESP</b> Spain	<b>SWE</b> Sweden	<b>GBR</b> UK
<b>USA</b> US						

