



Kwintessential Launch New Intercultural Awareness Game

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Understanding and coping with the intercultural differences between nations is an important skill in today's global marketplace. Kwintessential have launched a new Intercultural Awareness game aiming to provide people with a fun and interactive introduction into the subject.

PR9.NET March 16, 2005 - London, – With world trade increasing and new economic powers emerging, businesses are becoming more aware that understanding cultural differences is critical to ensuring businesses success. Kwintessential, the London based cross cultural communications consultancy, have launched a new Intercultural Awareness game aiming to provide a fun introduction to national cultural characteristics.

Today's global marketplace sees a much greater and more frequent interaction between people from different cultures. Within the business environment especially, cross cultural differences can and do lead to poor interpersonal communication, weak relationships and failed business ventures. Understanding and coping with these cultural differences provides businesses and their personnel with a competitive advantage on the international stage.

Kwintessential offer a range of cross cultural training courses to both individuals and businesses wishing to improve their understanding of other cultures. With an array of training courses covering areas such as business etiquette, cross cultural management, post-merger intercultural synergy and expatriate relocation the company has also provided free tools to those wishing to learn more about cross cultural differences.

To date, the Kwintessential website has published a number of free online tools such as articles, guides to doing business abroad and cross cultural quizzes. They are now launching a new intercultural awareness card game based on the classic game of Trumps.

The game is founded upon academic research and uses categories devised by the Dutch academic Professor Geert Hofstede who established a set of basic dimensions that highlight the differences between cultures. Through playing the game the user comes to learn more about the general traits of the countries represented, which can then be applied to their own experiences and understanding.

"The aim of the game is to try and combine a bit of fun with an insight into some of the cultural differences between people. The game is intended to be a simple way to introduce users to some concepts and the academic foundations of cross cultural training," explains Kwintessential's MD, Neil Payne.

To learn more about the game please visit <http://www.kwintessential.co.uk/intercultural/awareness.html>

For more information about Kwintessential, please visit their website at <http://www.kwintessential.co.uk> or contact them on +44 208 406 9288.

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About kwintessential

Kwintessential Ltd. are a UK based cross cultural communications consultancy providing inter-cultural awareness training programs, language tuition and translation services.

Website: <http://www.kwintessential.co.uk>