



Live & Learn  
BOOK CLUB

---

WHICH BOOKS SHOULD BE KEEPING LEADERS AND MANAGERS AWAKE AT NIGHT?  
*EDGE* REVIEWS SOME OF THE MOST INTRIGUING TITLES AROUND

---

## Working with Americans

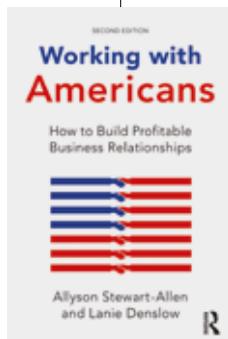


**Authors** Allyson Stewart-Allen  
& Lanie Denslow  
**Price** £17.38 Routledge

Gain a better  
understanding of US  
business culture

If you want to understand Americans better, then this is the book for you. This easy-to-read tome provides a great overview of the Land of Opportunity and key considerations for doing business with Americans. I particularly enjoyed learning about American culture and the reasons why Americans tend to be associated with certain characteristics.

As the authors point out, the US was built by people who were willing to take risks to build a better life. The second paragraph of the United States Declaration of Independence states that “all men are created equal” and the authors explain that this concept has helped to shape American society as we know it. People believe in the American Dream – the idea anyone can achieve financial prosperity provided they work hard and show determination.



In fact, as the book reveals, Americans are hardworking people. The book highlights that they get comparatively little ‘vacation’, which explains why they tend to value time very highly. Punctuality is extremely important to Americans and they regard a deadline as a ‘promise’ rather than a ‘goal’. Another important element of American culture is that it is highly individualistic, a trait that dates back to the country’s founding Pilgrims. The Pilgrims believed each person had an individual relationship with God. Today, the individualism of Americans is reflected in the personalised products and services that businesses offer to their consumers.

The US is also known for its innovative culture. According to the authors, Darwinism is the national religion of the US. Individuals and organisations are expected to keep evolving. Also, there is a willingness to ‘fail fast, fail often’. In other words, American companies are willing to learn from market tests to improve the next iterations of their products. Experimentation is seen as the route to growth.

After reading this book, I came away with heightened respect for the US as a society. Perhaps the book would benefit from a little more practical advice on how to build lasting relationships with Americans, but I found it both an enjoyable and informative read.

**Reviewer** Sally Percy is editor of ‘Edge’

## Why We Do What We Do



**Author** Helena Boschi  
**Price** £14.99 Wiley

A workshop manual  
for your brain

Helena Boschi is a psychologist specialising in neuroscience, who works with companies on leadership, team development, intercultural communication and organisational change. This book draws on her experience.

---

## Hardiness



**Authors** Steven J Stein & Paul T Bartone  
**Price** £20.99 Wiley

Not your average  
‘self-help’ book

Although this book was published in 2020, the world has changed considerably since the authors submitted their work and the printing presses began to roll. Has the content survived the upheaval of outside events?

Some books would struggle to remain relevant, and at first glance,