

Developing Linguistic & Business Skills that Work Internationally



Author Jillian Yorke

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I'd like to introduce a new book co-written by Rochelle Kopp, a renowned cross-cultural consultant, and myself, our fourth such collaboration. (The previous three were *Eigo de Buntsu Shimasen Ka*, *Bijinesu Eigo: Kore ga Joshiki, Hijoshiki*, and *Gaikokujin to Bijinesu de Umaku Tsukiau Houhou*.) *Global Elite* (*Sharpen Your English and Business Skills for Global Success*) was published in June 2014 by IBC Publishing, which specializes in books on educational, linguistic, and cultural subjects (223 pages, ¥1,620).

Global Elite focuses on effective global business and communication skills, as well as useful strategies and techniques for language learning, illustrated by the authors' personal experiences in learning Japanese, and gives many example sentences for various levels of English ability. It offers suggestions on how to differentiate yourself through self-knowledge, and ideas for leading a more fulfilling, enjoyable life — as well as hints on how to develop a more effective, global business style — if you find yourself posted overseas. There is also a chapter on polishing your international sensibilities while living in Japan. Aimed mostly at Japanese businesspeople, the emphasis is on a wide variety of work-related situations. Typical Japanese thought patterns, business norms, and personal behavior that tend to be viewed negatively or positively on the international stage are also discussed in detail, and suggestions given for enhancing or changing them. The chapter on communication patterns that work well globally covers stating conclusions, persuading, transmitting your opinions, skillful requests, and how to tell someone something they are unlikely to be happy about.

Co-authoring a book is both challenging and rewarding. Rochelle lives in the United States, while I am based in New Zealand. Throughout the long process of writing, editing, and repeatedly revising the book, we were committed to deeply respecting each other's opinions and reflecting both of our perspectives as far as possible, while both still being willing to compromise when necessary. The constant going back and forth, checking what was really meant by the other (especially important since we wrote the book in Japanese), and, when a choice had to be made, making the selection decision on the basis of usefulness and readability for the



reader, was a very time-consuming process. However, it was well worth it, as the resulting book is surely more comprehensive and broad-ranging than either of us would have written on our own.

Reviews of *Global Elite* have been positive, with one saying, "For anyone who deals with Westerners as either clients or co-workers, or is serious about studying English, reading this book is likely to have an impact that changes your world perspective." Our own hopes for the book are that it will help to avoid or reduce cross-cultural misunderstanding, and contribute to further diversity and deeper communication in this increasingly multicultural world. **JS**

Jillian Yorke resided in Japan for over 30 years before moving in 2010 to New Zealand, where she continues to work as a Japan-related translator, writer, and editor. She is the curator of the Japan Library: Pukapuka, which opened this year. For further information, contact her at: japanlibnz@gmail.com