

This LATEST book gives the inside scoop on communicating effectively across cultures. The information and techniques work well for everyone who works in this global neighborhood called earth.

New York- Yael Zofi Founder and CEO of AIM Strategies® has recently published, **COMMUNICATING THROUGH A GLOBAL LENS™ 2nd Edition (\$11.99)**. Ms. Zofi shares her expertise on cross cultural communications and global leadership development in this book. Over 30 cultures and countries with strong commercial interests are represented in **COMMUNICATING THROUGH A GLOBAL LENS™ 2nd Edition**. The book details how to handle many typical business situations and informs the reader about appropriate behavior to foster good working relationships with colleagues and subordinates. Also, included are a Quick Guide to raise the readers Cultural Practices IQ and a LEARN Action Plan. The book is available through Amazon or via AIM's website at: www.aim-strategies.com/globalens.html

“An excellent guide that will raise your awareness and provide helpful tips to working and living in an increasingly multicultural and global workplace.”

-- Renoka D. Singh, Former Equal Employment Opportunity Officer

The Federal Reserve Bank of New York

ABOUT THE AUTHOR

Yael Zofi is the Founder and CEO of AIM Strategies®, Applied Innovative Management®, a human capital consulting firm dedicated to bring applied behavioral science techniques via virtual team training and cross cultural coaching to the Healthcare, Pharmaceutical and Financial Services arenas She resides in Brooklyn, New York with her husband and daughters.

LINKING PEOPLE MANAGEMENT WITH BUSINESS STRATEGY