

**Love 'Em or Lose 'Em**

by Beverly Kaye and Sharon Jordan-Evans  
(Berrett-Koehler, 1999)

When I was a manager back home in the U.S., I read this book to get ideas about recognition and reward. Later, as a cross-cultural coach, I bought a stack of copies for my clients, mainly Europeans managing Americans. They found it a revelation.

Books on cross-cultural management often don't provide the same level of psychological insight as when authors write for their own country. *Love 'Em or Lose 'Em* reminds the U.S. how extreme its business culture can be, but also—crucially—helps outsiders to navigate it.

Erin Meyer, coauthor (with Elisabeth Yi Shen)  
of "China Myths, China Facts," page 24

