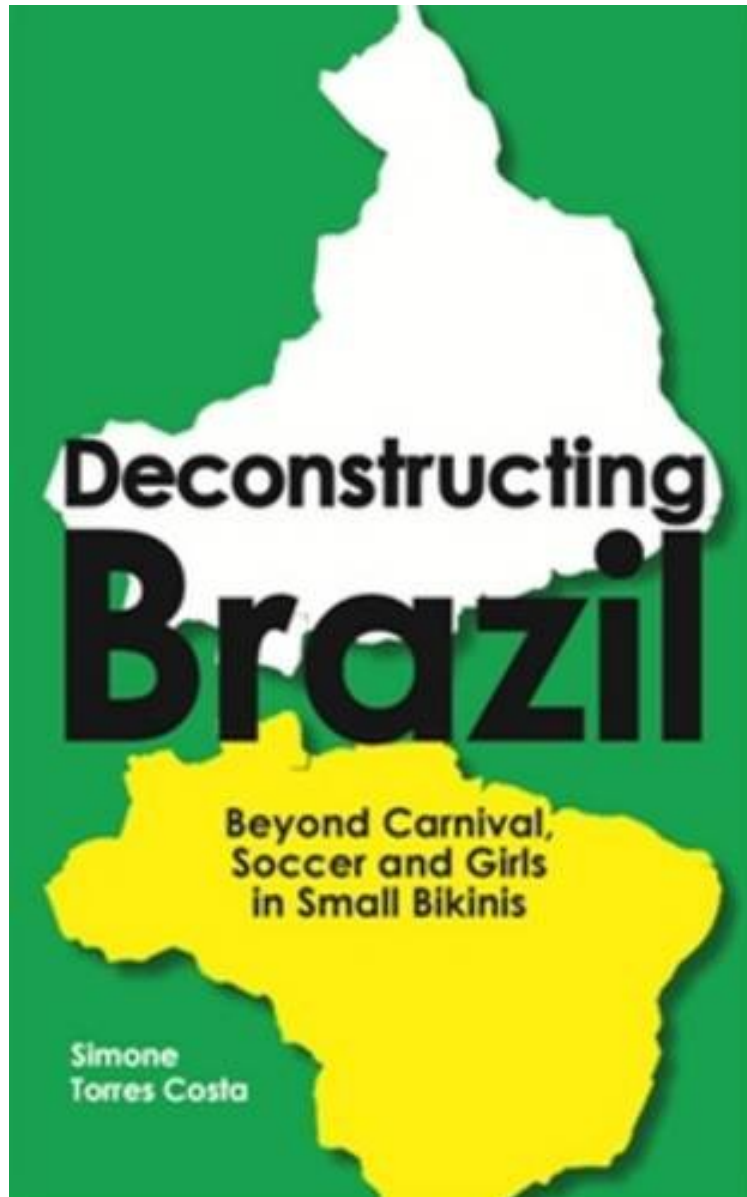


Deconstructing Brazil: Beyond Carnival, Soccer and Girls in Small Bikinis

Simone Torres Costa

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Simone Torres Costa : Deconstructing Brazil: Beyond Carnival, Soccer and Girls in Small Bikinis before purchasing it in order to gage whether or not it would be worth my time, and all praised Deconstructing Brazil: Beyond Carnival, Soccer and Girls in Small Bikinis:

2 of 2 people found the following review helpful. Beyond Stereotypes - Into Real information that actually helps global professionals work with Brazil. I have read interviews and blog articles from Simone, and so when she announced the release of her book I was thrilled to have more content from her. Simone's insight into Brazilian culture comes from many years of coaching and working between Europe and Brazil. Deconstructing Brazil moves us away from talking stereotypes - and into looking at the real cultural dynamics of this growing global economy. By looking at culture dynamics such as trust, communication, and time management - the reader can understand how to actually work with Brazilians. Simone Costa also gives historical context, which also helps lay the stage for not just how are Brazilians, but what has influenced them to be this way. A fast, dynamic and great read. Looking forward to future writings from Simone.

0 of 0 people found the following review helpful. Enjoyable read and fascinating subject!

By Kyle Andis
Simone Torres Costa's book provides an insightful introduction to Brazilian society. It's a worthwhile read, not only for an outsider wishing to learn more about Brazil, but for anyone trying to gain a greater understanding of the effects of colonialism in the Western Hemisphere and the complex cultures and identities that are the foundation of the modern nations of the Americas. Interesting and thought provoking!

Understand the Brazil of today through its multicultural history and interactions. This book transcends stereotypes and will allow you to get to know the real Brazil, thanks to the guidance of a Brazilian interculturalist, psychologist, and executive coach. It is aimed at those who seek a deeper understanding of this rich and complex culture and its impact on personal and professional interactions. An essential tool for anyone living and working in Brazil, or anyone planning to move there.

'Fascinating probe into the 'hard to mix' Brazilian society - from the original Amerindians to the Portuguese colonial masters to the vast number of imported African slaves.' Geraldine Pace, Director, WorldWork Ltd. 'Simone Torres Costa is one of only a handful of authors able to explain the cross-cultural challenges of working with Brazilian business culture.' David C. Dixon, International Project Manager.

About the Author
Successive international relocations throughout her adult life (both alone and with her family) have been a constant source of personal and professional growth for Simone Torres Costa. Her interest in the long-term impact of expatriation on both executive performance and family relations begins with her own journey to the USA, Sweden, Poland and Italy. After 15 years abroad, she moved back to Brazil, where she co-wrote the book *The Mission of Detective Mike: Moving Abroad* (Summertime Publishing, 2010), and 'rediscovered' her interest in the Brazilian culture. Being part of an international network of inter-cultural professionals has also added great value to her work in the past few years, especially when coaching executives focused on their global leadership development. Her coaching and training of international leaders offered the amazing opportunity to apply both her business and psychology background. It has also taught her about the reality of the organizations' inter-cultural challenges and how to connect theory and practice.