

# John Alexander's Newsletter • June 2014



## John Alexander AB

launches a new website June 2014:

[www.johnalexandersweden.com](http://www.johnalexandersweden.com)

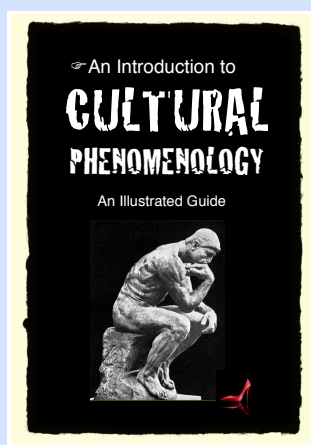
See also:

[www.untranslatablewordsandphrases.com](http://www.untranslatablewordsandphrases.com)

based on the book Lagom Sisu Mañana (listed below):  
[described by Aftonbladet as: 'a compact practical pocketbook... 97 invaluable pieces of cultural advice for the global traveler.'

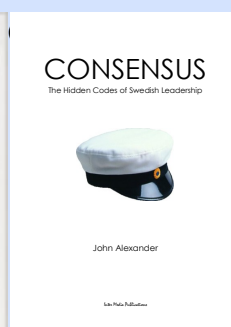
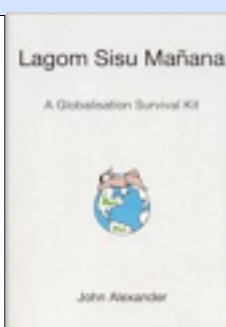
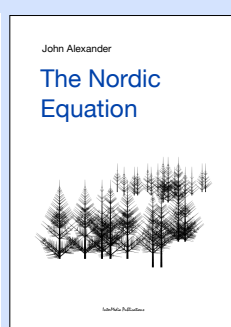
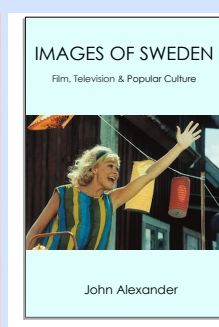
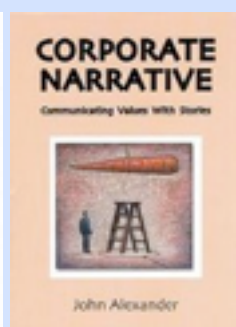
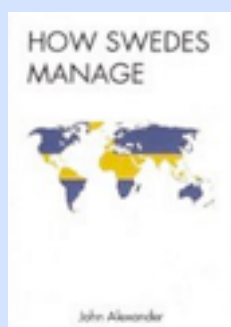
### Some of John Alexander's talks and seminars from the first half of 2014:

"Communicating Across Cultures", H&M, Shanghai and Stockholm • Steen & Ström • Spotify • Octopharma • "Sweden & Sustainability" Swedish Institute • "The Nordic Baltic Equation" "Introduction to Sweden" Swedish Institute • "The Nordic Model - A Winning Concept" , Merck Stockholm, "Cultural Diversity to Corporate Narrative" Scania, "Cross Cultural Solutions", Karolinska Institute "Resolving Cultural Dilemmas" • "The Corporate Narrative: Communicating Values with Stories" MBA, Stockholm School of Economics, also lectures and seminars at Stockholm School of Economics, Stockholm University, Swedish Institute, Södertörn University College.



### An Introduction to Cultural Phenomenology... Published 2013

How can classical philosophy help us deal with today's cultural dilemmas? Dilemmas like: What's more important - to be a good friend or to follow the rules? How far should we go to respect local culture at the cost of our own personal wishes? And who should be held accountable when things go wrong, and why should 'culture' matter so much in questions like leadership, responsibility and accountability?



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