

New Book "Reading the Room Across Borders" Unlocks Global Collaboration

Arona Maskil reveals that mastering cross-cultural dynamics and the BRIDGE Flow Model™ is the true key to success and scaling in international business.

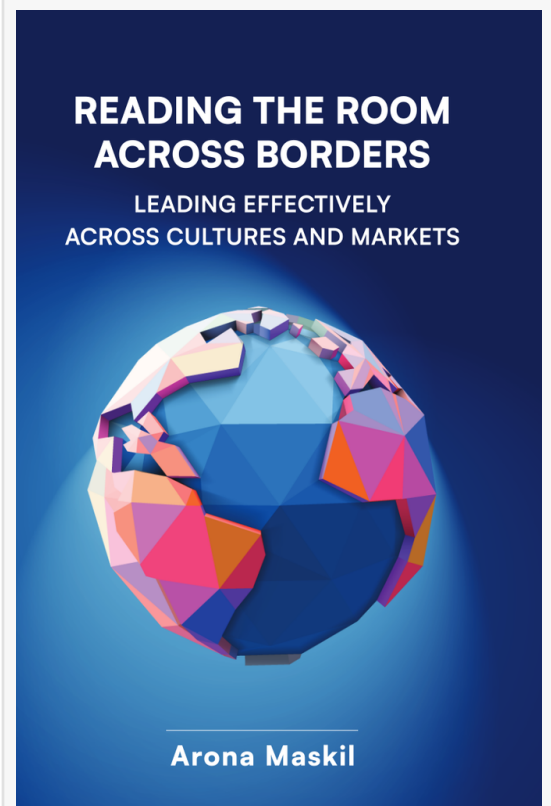
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/EINPresswire.com/ -- Global business failures are rarely about strategy; they stem from misinterpretation. In "Reading the Room Across Borders," cross-cultural expert Arona Maskil explains why smart teams falter when unspoken assumptions collide. Published by Spines, this practical field guide equips global leaders with the essential tools to navigate invisible dynamics, decode diverse communication styles, and turn cultural complexity into a competitive advantage.

Companies now operate internationally from day one. On paper, the team shares language, tools, KPIs, and goals. But beneath the surface, people hold very different assumptions about how to communicate clearly, how trust is built, and how decisions should be made. When these assumptions collide, the results are tangible: transactions stall, teams disengage, decisions are delayed, and promising initiatives lose steam. Companies spend endless amounts on strategy, technology, and data, yet they often overlook the one factor that influences everything: culture.

Through real-world case studies, the book shows that cultural conflict isn't the risk; misreading the situation is. Most cross-cultural communication failures stem from assumptions rather than language barriers. To help professionals navigate these complexities, the author introduces the BRIDGE Flow Model™. This practical compass identifies where cultural differences matter most in global collaboration by analyzing Building Relationships, Risk-Taking, Interactions, Decision-Making, Group Dynamics, and Engagement.

The Highlights:



Master the BRIDGE method to turn cultural friction into cross-border competitive advantage. Available now from Spines!

- **Building Relationships:** Understand that trust isn't built the same way everywhere. In transactional cultures, trust is built through expertise, delivery, and results. In relationship-first cultures, trust develops through familiarity and personal engagement.
- **Interactions and Communication:** Learn to read the room by recognizing the signal behind the silence. Miscommunication isn't always about language; it's about meaning, and global success depends on decoding local signals.
- **Risk-Taking Dynamics:** Discover how cultures signal comfort zones, from bold bets to cautious steps. Cultural attitudes toward risk shape decision-making, deal-closing, and trust-building.
- **Group Dynamics:** True teamwork demands more than just assigning people to a project. It requires creating a shared playbook for how collaboration works across power, hierarchy, and ownership.
- **Engagement:** Recognize that what builds trust in one context can erode it in another. When teams do not explicitly discuss their different styles, both sides may assume the other is unreliable.
- **Decision-Making:** Understand that "yes" doesn't always mean agreement. Cultures differ sharply in how decisions get made: top-down versus consensus-driven, fast versus deliberate, and misreading this process is a common reason deals stall or unravel.

Author Insight:

"The most successful global companies don't just share a business strategy; they share a cultural understanding. You don't earn trust by moving fast — you earn it by understanding how your partners and teams interpret the world. True cultural agility lets you read any room and respond with intention."

[Reading the Room Across Borders is now available](#) in print-on-demand and eBook formats.

About the Author:

Arona Maskil is a renowned cross-cultural business consultant, public speaker, and founder of TrainingCQ. With over 20 years of experience across U.S., Israeli, and global markets, she specializes in helping C-level executives, founders, and multicultural teams bridge cultural gaps. American by birth, European and Scandinavian by upbringing, and now based in Israel, she equips organizations with the cultural intelligence needed to work efficiently and effectively across borders.

Book Details

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