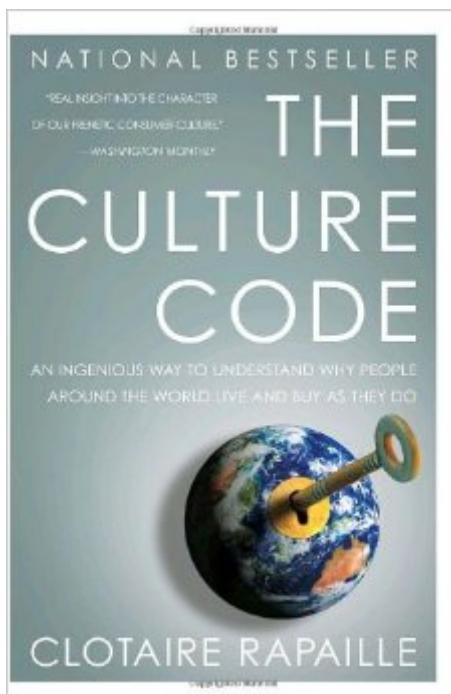


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# The Culture Code: An Ingenious Way To Understand Why People Around The World Live And Buy As They Do



## Synopsis

Why are people around the world so very different? What makes us live, buy, even love as we do? The answers are in the codes. In *The Culture Code*, internationally revered cultural anthropologist and marketing expert Clotaire Rapaille reveals for the first time the techniques he has used to improve profitability and practices for dozens of Fortune 100 companies. His groundbreaking revelations shed light not just on business but on the way every human being acts and lives around the world. Rapaille's breakthrough notion is that we acquire a silent system of codes as we grow up within our culture. These codes—the Culture Code—are what make us American, or German, or French, and they invisibly shape how we behave in our personal lives, even when we are completely unaware of our motives. What's more, we can learn to crack the codes that guide our actions and achieve new understanding of why we do the things we do. Rapaille has used the Culture Code to help Chrysler build the PT Cruiser—the most successful American car launch in recent memory. He has used it to help Procter & Gamble design its advertising campaign for Folger's coffee—the one of the longest lasting and most successful campaigns in the annals of advertising. He has used it to help companies as diverse as GE, AT&T, Boeing, Honda, Kellogg, and L'Oréal improve their bottom line at home and overseas. And now, in *The Culture Code*, he uses it to reveal why Americans act distinctly like Americans, and what makes us different from the world around us. In *The Culture Code*, Dr. Rapaille decodes two dozen of our most fundamental archetypes—ranging from sex to money to health to America itself—to give us a new set of glasses—with which to view our actions and motivations. Why are we so often disillusioned by love? Why is fat a solution rather than a problem? Why do we reject the notion of perfection? Why is fast food in our lives to stay? The answers are in the Codes. Understanding the Codes gives us unprecedented freedom over our lives. It lets us do business in dramatically new ways. And it finally explains why people around the world really are different, and reveals the hidden clues to understanding us all.

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## **Customer Reviews**

Who?The first question is easy to answer. Clotaire Rapaille is a Frenchman who claims that a candy bar shared by a GI during the Liberation was a key imprint leading him to ultimately adopt the US as home. He holds a Masters in Political Science and in Psychology and a Doctorate in Medical Anthropology from the Sorbonne. As chairman of an organization called "Archetype Discoveries Worldwide" he shows how you too can become an archetypologist and learn the process of decoding culture. While he has taught at a long list of universities, he is better known as an advertising guru to top American corporations whom he helps discover the culture code that unlocks the door to successful marketing.Why?So why does he dress like Mozart? Perhaps because he uses a three movement orchestration that he calls "discovery" to penetrate to the heart of the social archetypes--to arrive at the code--the very deep "why" of human behavior, the trigger to an emotional response in the primitive brain that explains why people choose to do what they do and, especially of interest to his clientele, why they buy what they buy. The archetypal resonances of Mozart's The Golden Flute and the passion arousing sounds of Timotheus' lyre are what marketers and advertisers need to be "on code" or "off code" in ways that will essentially determine their success.When the author explains that the culture code for US eating habits is FUEL, while the French focus on pleasure, it goes a long way toward explaining why, after close to a decade in France, I am schizophrenic. Eating in a US restaurant, the check arrives the moment I have stopped. It is delivered by an attendant in that very instant when I have set down my desert or coffee spoon indicating that my "tank is full.

This is a brilliant book! It is extremely well written, incredibly interesting and tremendously insightful. I bought it after reading a page at random and was hooked.In "The Culture Code" Frenchman turned American, Clotaire Rapaille, an expert on culture coding and adviser to many of the world's largest and most successful companies, unlocks the secrets to understanding why people in America, Europe and Asia live and buy as they do. Everything centers around how each nation sees itself and others, especially America. These codes are important to companies trying to sell

their goods and ideas abroad. But they also reveal a great deal about us. The French code for France, for example is Idea, while the code for America is Space Travelers. The German code for Germany is Order, while that for America is John Wayne. The English code for England is Class, while that for America is Unashamedly Abundant. And the American code for America is Dream. "Dreams have driven this culture from its earliest days," writes Dr. Rapaille, with a beauty and passion that lends much to his French roots. "The dream of explorers discovering the New World. The dream of pioneers opening the West. The dream of Founding Fathers imagining a new form of union. The dream of entrepreneurs forging the Industrial Revolution. The dream of immigrants coming to a land of hope. The dream of a new group of explorers landing safely on the moon." Rapaille shows that, while the Europeans fail to understand Americans and many even hope we will fail in the future, they admire our country and Americans for our boundless sense of youth, energy and hope.

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