Erin Meyer is Professor of Management Practice in the Organisational Behaviour Department at INSEAD and specialises in the field of cross-cultural management, organisational culture, intercultural negotiations, and multi-Cultural leadership. Erin is the Programme Director for Leading Across Borders and Cultures. She is the author of the best-selling book The Culture Map: Breaking Through the Invisible Boundaries of Global Business. She is also the co-author, with Netflix CEO Reed Hastings, of the New York Times best-seller and FT short-listed best business book of 2020 No Rules Rules: Netflix and the Culture of Reinvention. Erin’s work focuses on how the world’s most successful leaders navigate the complexities of cultural differences in a global environment.

In 2021 Erin was selected by the Thinkers50 as one of the world’s 50 most influential business thinkers.

Living and working in Africa, Europe, and the United States prompted Erin Meyer’s study of the communication patterns and business systems of different parts of the world. Her culture mapping framework allows international executives to pinpoint their leadership preferences and compare their methods to the management styles of other cultures. Erin has taught thousands of executives from 5 continents to decode cross-cultural complexities impacting their work, and to lead more effectively across these differences.

Erin has published articles in Harvard Business Review magazine: “Being the Boss in Brussels, Boston, and Beijing (July 2017), Getting to Si, Ja Oui, Hai and Da (December 2015), When Culture Doesn't Translate (October 2015,) Navigating the Cultural Minefield (May 2014), and Debunking China Myths (January 2010). Her work has been published in the New York Times Sunday paper “Looking Another Culture in the Eye” (September 2014), the Times of India “A Business-Man’s Guide to Manners” (September 2014), Forbes.Com “The Four Keys to Success with Virtual Teams” (September 2010), South China Morning Post “Eight-Scale Tool for Mapping Cultural Differences” (May 2014) and The Jakarta Post “When to Speak Up, When to Shut Up” (April 2014). She has been interviewed by Fareed Zakaria on CNN and by Scarlet Fu on Bloomberg Surveillance. Her case, “Leading Across Cultures at Michelin,” won the ECCH 2010 European case award for best human resources
management case of the year.

Find more media articles [here](#).

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**RESEARCH AREAS**

Cross-cultural Differences in how Executives Reason and Analyze, Leadership Competency Differences between Asian and Western Managers, How Global Managers overcome Intercultural Team Challenges

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**TEACHING AREAS**

Leading Across Cultures, Cross-cultural Communication, Multi-cultural Team Building, Intercultural Negotiations, Conducting Business Across Cultures

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**PUBLICATIONS**

- No Rules Rules: Netflix and the Culture of Reinvention
- When Culture Doesn't Translate
- Getting to Si, Ja, Oui, Hai, and Da
- Dear CEO: 50 Personal Letters from the World's Leading Business Thinkers: Erin Meyer
- Being the Boss in Brussels, Boston, and Beijing: If you Want to Succeed, you'll Need to Adapt
- Navigating the Cultural Minefield
- Getting to Si, Ja, Oui, Hai, and Da
- When Culture Doesn't Translate
- The Culture Map: Breaking Through the Invisible Boundaries of Global Business
- Navigating the Cultural Minefield
- China Myths, China Facts
- Leading Across Cultures at Michelin (A)