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PryMarke, LLC Signs Additional Book Contracts

Advanced topics on global business and human capital of interest to nearly all firms

LINDEN, MI, March 26, 2012 **/24-7PressRelease/** -- Today the Michigan-based business analytics firm, PryMarke, announced the signing of two book contracts with publisher IGI Global of Pennsylvania. The first book titled, "Cultural and Technological Influences on Global Business", will be an advanced edition of the company's first publication, "Cultural Variations and Business Performance: Contemporary Globalism", which was released this month worldwide via Amazon.com and local book stores. The second book titled, "Transcultural Human Capital for Competitive Global Business", will be a human resources-oriented publication targeted at organizations currently engaged in multinational business activities in which diverse cultural and linguistic groups must communicate with each other effectively.

"We have identified several more gaps in current literature regarding business operations since completing the first book", said Bryan Christiansen, PryMarke's president since 2004. "These latest publication efforts highlight the importance of culture, human resources, and technology in most business activity today", continued Christiansen, who was recently appointed as a Lecturer in the Faculty of Economics and Administrative Sciences at Gumushane University in Turkey.

"Cultural and Technological Influences on Global Business" is an advanced topics effort based on the premise that technology and culture can be characterized by a cyclical co-dependence and co-influence. However, very few studies have explored this synergistic relationship and its effects on business performance. The book will offer a detailed theoretical framework for the study of culture and technology and their role in business operations, based on a synthesis of literature on internationalization, institutional theory and technological isomorphism, economic development and technology transfer, intercultural communication, and international political economy. The book is co-authored by two professors at well-known universities in Canada and the United Kingdom. Neither individual is affiliated with PryMarke, LLC.

"Transcultural Human Capital for Competitive Global Business" showcases the importance of human resources management today, especially in firms conducting multinational business where diverse cultures and languages must be managed carefully for competitive advantage. Third Culture Kids (TCKs) and bilinguals are to be highlighted as unique contributors to global business firms. The book is co-authored by a doctoral candidate in the USA who is not affiliated with PryMarke, LLC.

PryMarke is currently developing an outreach program for Gumushane University in Turkey that targets local Small- and Middle-sized Enterprises (SMEs). Much of the material in all three publications mentioned above will be used during implementation of the program. Additional information may be obtained by contacting Bryan Christiansen in Turkey by phone on +90-531-929-5245. He may also be reached by email at prymarke@gmail.com or at bryanchristiansen@gumushane.edu.tr.

PryMarke, LLC is a business analytics and development consultancy operating worldwide.