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PryMarke, LLC To Submit White Paper For Research Proposal To US Army

Research Institute for the Behavioral and Social Sciences issues Broad Agency Announcement

LINDEN, MI, November 08, 2010 **/24-7PressRelease/** -- Today PryMarke, LLC announced its development of a white paper for a research proposal to the US Army's Research Institute (ARI) for the Behavioral and Social Sciences. ARI is the Army's lead agency for conduct of research, development, and analyses to improve Army readiness and performance through research advances and applications that address personnel, organization, training, and leader development issues.

"We are focusing on the Multi-National and Cross-Cultural Operations portion of the Broad Agency Announcement," said Bryan Christiansen, PryMarke's president and managing director since 2004. PryMarke is developing its white paper on topics such as:

- Identifying the learning model for the development of the knowledge, skill, and aptitude components of cross-cultural competence
- Measurement of the specific components of skills relevant to cross-cultural interaction, including interpersonal skills, perspective taking, and other relevant aspects of cross-cultural competence
- Developmental methods for training cross-cultural negotiation, communication, and collaboration skills outside formal education and training venues
- Theories, models, and approaches providing the conceptual linkages between cultural aspects of societies, groups, and individuals

Christiansen is currently editing his book titled, "Cultural Variations and Business Performance: Contemporary Globalism", to be published by IGI Global in Hershey, Pennsylvania in 2011. "Some components of this reference book fit in perfectly with our white paper for research proposal to the US Army," said Christiansen, a business professor since 2003 who is fluent in four languages and has long-term residence in China, Costa Rica, Japan, Russia, Turkey, and the USA.

The publisher's link to the book can be viewed at:

<http://igi-global.com/AuthorsEditors/AuthorEditorResources/CallForBookChapters/CallForChapterDetails.aspx?CallForContentId=c34049b6-7442-41d7-a630-b03e9c5c11a1>

Further information on the US Army's Broad Agency Announcement #W5J9CQ-11-R-0002 can be obtained by contacting Dr. Paul Gade on (703) 602-7935 or Nilda Lugo on (703) 428-6272 in Alexandria, Virginia.

For additional information on PryMarke, LLC, please contact Bryan Christiansen or Chris Forbes in Michigan on (810) 458-4597.

PryMarke, LLC is a US-based new business development consultancy operating worldwide.