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INTRODUCTION

Everyone understands the importance of world peace. Everyone appreciates the noble notions of equality. Everyone values the synergy of diversity. Yet, we are humans who discriminate. We delight in segmenting the world and slicing it up by colour, race, religion, or language.

More than ever, we need to demolish misconceptions so that we can build bridges for the sake of prosperity, growth, and harmony.

For governments, that means accepting that they are there to serve a community that has vastly different needs.

For corporations, that means reaching new markets and serving new customers who can represent significant profits.

For educators, that means inspiring students to learn at their own pace and in their own way so that knowledge can be shared amongst those who have a different way of learning.

For citizens, that means feeling proud of who they are, and happy to be around those who are different.

For law enforcers, that means understanding the subtle differences in communicating with the troubled, so that potential tension can be defused without force.

For newcomers, that means making them feel welcome so that they can immediately make a valuable contribution to society.

For observers, that means inspiring them about what can be achieved when people give each other the space to live comfortably.

Over time, words accumulate baggage, and because of that, it might be difficult for educated or opinionated people to agree on the meaning of multiculturalism, globalisation, and diversity. Such words spark emotions and as such, they are not adequate descriptors.

This book seeks to provide new insights and highlight the steps to success. Although it will, I hope, have a broad appeal, its primary market will be middle managers in large corporate or government departments who need to understand how to reach a wider audience. Such readers could be marketing directors, sales directors, advertising directors, policy advisers, experts, and lecturers. A further readership might well be those who need to implement the

decisions of their managers — marketing managers, sales managers, advertising managers, implementation specialists, marketing and political science tutors, students, and those interested in modern consumer behaviour.

The tertiary market will include people who are aware of the need to be inclusive, and who want the latest advice about the important aspects of an inclusive society. These readers might include judges, ministers, journalists, CEOs, and board members.

This is a perfect time to start to redefine the question of multiculturalism. The world has been awakened to the need for people to understand each other. Multinationals are realising that they can prosper by catering to those with different tastes and preferences.

Therefore, I felt that it was timely for me to publish this book in an effort to share, inspire, and point towards a better future for business, government, and society.

I would welcome your comments. Please write to me via Joseph@JosephAssaf.com.au