

Schmidt, Patrick L., *Dancing to a Different Tune: Essays, interviews and commentaries on the intercultural experience.*

2014. Meridian World Press and SIETAR Europa.

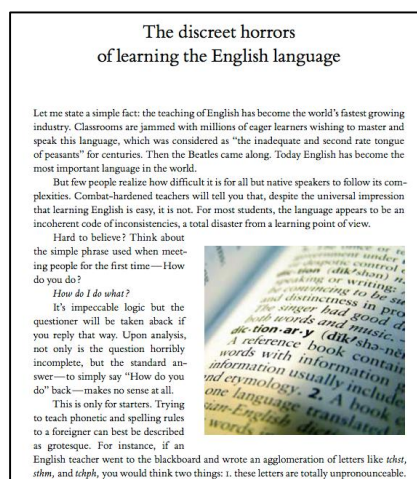
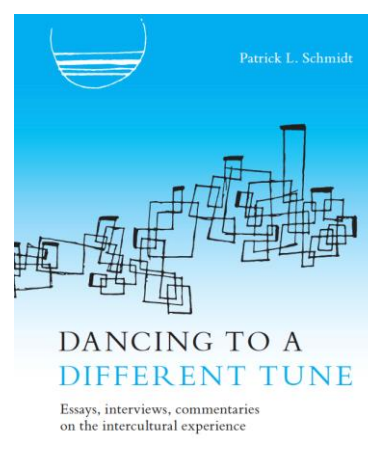
Reviewed by Dr. George F Simons at diversophy.com

For some years now, Patrick Schmidt, once president of SIETAR Europa, has extended his commitment by editing our regularly appearing organizational newsletter, the *SIETAR Journal*. This newsletter generally features a topic of intercultural significance, sometimes dealt with from several perspectives, along with an interview of a notable contributor to the intercultural field, reviews of important new literature, and a listing of upcoming noteworthy events and resources.

In *Dancing to a Different Tune*, Patrick has woven an anthology of pieces, threads from the newsletter issues that he himself has written, into the general framework mentioned above, and sought the collaboration of SIETAR Europa to bring it out in book form. In all, it gives us perspective on how we as individuals and as an organization are dealing with the intercultural challenges of everyday life as well as difficult assignments in an increasingly globalized world.

The book has four principal sections. The first deals with the topic of intercultural sensitivity; the second addresses the cultural concerns of business; the third and most diverse, quite specifically and graphically examines the impact of various cultural differences as part of the search for cultural competence; finally, the fourth offer's a potpourri of Patrick's reviews of and commentaries about print and other media.

Perhaps the most pleasing feature of the book is that it preserves the liveliness of the SIETAR Europa newsletter itself, with user-friendly layout and copious pictures in both color and black and white. I believe that this is an important step, given that we are seeing more and more of it in today's print publications. "Readership" is no longer satisfied with line after line of text, no matter its quality. Further, there are things the text cannot do that images will. We have been long used to the fact that a "figure" inserted into a text might serve to explain the text a bit; today the weight is often on the other foot—the text does its best to reflect what is contained in a salient image.



So perhaps, we are invited, nay, compelled to think graphically, particularly at a time when media enable action, interaction, and speak to us with their own voice, bear their own message and engage us in multi-sensorial experiences. This book then furnishes us not

simply with intriguing views, interviews and reviews, but it challenges us with one small preview of at least the visual direction in which we need to go on a regular basis if we expect to be effective educators and communicators today.

So, congratulations and thanks to Patrick, not just for this publication, but for the extensive contributions he has made to our *SIETAR Journal*, which provided the material for this release, a tribute to his work for SIETAR Europa.