



## Beyond Tribalism: Managing Identities in a Diverse World (IE Business Publishing)

By *Celia de Anca*

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In the past, neo-tribalism in a Western context has been feared as leading to blindness or irrationality. In today's business world, tribalism represents a conscious separation of the individual ego for the good of the community. This is the key to understanding the success of the most innovative businesses in the 21st century.

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### **Editorial Review**

#### Review

'It is inspiring to read a work that is based on the notion that there is still hope and happiness in the path of modern society. Celia investigates how people in different countries and realities are developing significant work to improve the self-esteem of their community. Analyzing great examples from all over the world, including Brazil, she shows how individuals are changing the concept of diversity itself. Stela Campos, Career Section Editor at Valor Econômico, São Paulo, Brazil

This is a very fine book. Based on a wealth of experience, Dr Celia de Anca presents an outstandingly well researched and documented background, against which, she presents a thoroughly convincing case for a successful business methodology for the 21st century. There can be little doubt that Dr Celia's book is an important contribution to meeting the increasingly complex demands of a globalised world by urging recognition of the high value of combining business strategy with a full appreciation of the entire breadth of human resource management. Furthermore, this excellent work suggests avenues for further research; to advance the principles outlined within the educational and business sectors in under developed societies, in the context of promoting social stability through enhancing development and employment prospects. Haifa Jamal Al-Lail, President of Effat University Jeddah, Saudi Arabia

Celia's book challenges us to understand our individual identity, pride ourselves in their differences and leverage our uniqueness to better work as a team in the business world. She proves that in this team effort lays a seed of unique corporate comparative advantage. The book sets us in a journey of self-discovery, and suddenly abandons us to explore in real cases how others have reached their destination and created measurable shareholder and social value. Fernando Barnuevo Sebastian de Erice, Managing Director, Kleinwort Benson Advisers Zurich, Switzerland

'Celia takes us on a humanistic journey accompanied by some of the greatest thinkers in the fields of history, philosophy, psychology, sociology and economics, to make us realize that understanding the past is the key to deciphering the complexities of the present, and in turn to building a better future. This book can provide organizations with useful tools from the past coupled with current ideas and practical examples that can help them meet the challenges they are now facing'. György Habsburg, President of the Hungarian Red Cross

#### About the Author

CELIA DE ANCA Professor of Global Diversity and Director of the Centre for Diversity in Global Management, at IE Business School, Spain. She is a leading expert in diversity in the corporate world and globally renowned in both the academic and corporate worlds. She is a regular speaker at international conferences and publishes many articles in specialist magazines. Professor de Anca organises training and mentoring programmes for female entrepreneurs in Latin American and Islamic countries, and has run and managed educational projects in the Middle East for 10 years. She is a member of the Ethics Committee of Morgan Stanley's Ethics Fund, Spain and a member of the International Scientific Committee of the University Euromed in Marseille, France.

### **Users Review**

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**Linda Young:**

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**John Thornton:**

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