



## Reading Reflections

*The Culture Code: An Ingenious Way to Understand Why People Around the World Live and Buy as They*

By: Clotaire Rapaille

**Published by Crown Business**

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***Reflections by Randy Willingham***

**T**he Culture Code is as fascinating as Rapaille is, and that is very *fascinating*. Rapaille, a French psychiatrist who worked with autistic children, is the reason SUV's are designed the way they are designed so that drivers sit up high and have large cup holders. Most commercial airline jets have their cabins designed the way they are due to Rapaille. He has helped jewelry stores realize they have to sell wedding rings by suggesting that they represent that which is unchangeable and yet has resale value! He has taught me to always ask three questions of any group I want to understand.

Check back later for this reflection.

## Notes