The dawn of the second decade of the twenty-first century brings with it additional challenges. Despite the on-going social, political, and economic dilemmas, all is not bad. Humanity now seeks solutions to better lives, eradicate disease, provide education and learning on a global scale, and resolve the environmental crises.

Our models of self-perception have evolved. Unfortunately, in some entities, cultural perspectives have become binary in which grey areas no longer exist. Similarly, our contemporary cultural components remain stereotypical or based on visions and characterisations formed during the Cold War era.

Exposing possible and viable alternatives to the current outdated scenarios promoted by the intercultural gurus of yesteryear. This tome also emphasises the need for future research to recognise that nations are not culturally homogeneous and therefore, innovative frameworks are required. In this vein, new cultural visions will promote not our differences but rather our commonalities as the human family.

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Section 1

Seeking Alternative Models