

# ENDORSEMENTS

**Dr. Marcus Collins, Bestselling Author of *For the Culture* and ex-CSO at Wieden+Kennedy NY**

“This is not a typical business book, and it shouldn’t be. *Cultural Intelligence for Marketers* provides the frames we need to attune our understanding of contemporary marketing by accounting for the implicit and unintended consequences that result from brands that seek to harness the power of culture by engaging in it.”

**Rob Gaige, Head of Global Insights at Reddit**

“What makes Anastasia special is her ability to combine strategy with conviction. This book isn't just an intellectual exercise for her. It's a deeply rooted belief developed equally from on-the-ground activism and in-depth research. Anastasia pairs a grounded data-based approach with true pathos for the humans on the other side of the screen.”

**Dino Demopoulos, Chief Strategy Officer at GUT Toronto**

“To ensure that our brands remain relevant and show up, we need new tools, approaches and ways of thinking about culture so that we're more fluent and in tune with contemporary culture and audience expectations. The playbook to guide the way is *Cultural Intelligence for Marketers*. It helps to instill cultural fluency at the heart of brand management and should be required reading for anyone managing a brand today.”

**Nick Susi, Executive Director of Strategy at dotdash**

“*Cultural Intelligence For Marketers* offers practical case studies and actionable frameworks, pulling from decades of past, present and future wisdom. Part of what makes Dr. Anastasia Karklina Gabriel's voice so contagious and affecting is her crystal clarity in seeing things both as they are and as they should be - a much-needed perspective for the times. If you're up to the task, this book is for you.”

**Dr. Andrew Cohen, Group Strategy Director at Media.Monks**

“In *Cultural Intelligence for Marketers*, Anastasia gifts us with a complete toolkit of concepts, questions, and language for effective, culturally fluent marketing. But the true brilliance of this book lies in how Dr. Gabriel models exactly what she means-not just in her writing, but in sharing her platform with brilliant-yet-underrepresented voices from across the industry. For marketers who aspire to both relevance and social responsibility: this book is for you.”

**Ted Weber Gola, Performance Creative Product Lead at Google**

“Cool brands will no longer cut it in the plural and complex world we live in. Accountable brands just might. Dr. Gabriel shows and tells us how to weave social consciousness into the nearly impossible equation of ethical and responsible marketing. A must-read for anyone trying to make a real difference in how we create and communicate value for everyone.”

**Sebastián Quiroga Cubides, Head of Strategy and Research at Sancho BBDO**

“*Cultural Intelligence for Marketers* offers a critical perspective, urging us to stop evading our responsibilities and become more aware of our societal role. Dr. Gabriel's book is a necessary handbook for developing strategies inspired by culture, moving beyond the performative representations of diversity prevalent in our industry.”

**Laura Frank, EVP Strategy Director at McCann New York**

“In her book *Cultural Intelligence for Marketers*, Dr. Anastasia Kärkliņa Gabriel offers a crisp, action-oriented blueprint for more conscious brand-building strategies. The book reads like a love letter to anyone in advertising who has at once intuitively understood the power of brands and also been widely underwhelmed by the way in which they have served the cultures from which they borrow.”

**Mark Pollard, Author of “Strategy Is Your Words”**

“If you want to see more people like you working in advertising and also in the advertising you make, this book might be the most important book you'll read in your life. You'll meet frameworks to help you push for change. You'll devour it and then you'll probably hug it.”

**Dr. Joan Ball, Associate Professor of Marketing at St. John's University's Tobin College of Business**

“In *Cultural Intelligence for Marketers*, Dr. Anastasia Kärkliņa Gabriel masterfully navigates the often overlooked and misunderstood ways that marketing both shapes-and is shaped by-culture. This groundbreaking work is a bold expedition into the heart of responsible brand marketing. Her insightful guidance illuminates the path towards a genuinely inclusive marketplace. Essential reading for modern marketers.”

**Mira Kopolovic, Global Director of Cultural Insights at We Are Social**

“Today, the players of industry are eager to tap into 'cultural intelligence' and in this eagerness, often surface with a string of flippant trends or aesthetics, instead of a critical orientation towards culture's layered modes of meaning. Deployed by Dr. Gabriel, cultural intelligence frameworks marry ethics and opportunity instead of positioning them as opposing goals of a zero-sum game. In aligning these interests, her book does a service to the field.”

**Samuel Monnie, SVP Revenue at Sustainable Brands**

“I suspect that many, if not most, marketers have yet to be exposed to the inextricable link between culture and consumption. That is why this book is an invaluable resource to inform, upskill, and empower brand leaders to be fit for their future. It makes cultural intelligence an articulable, appealing, and attainable imperative for marketers to meet the needs of the citizens they serve.”