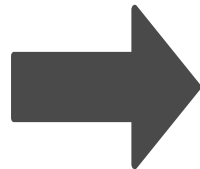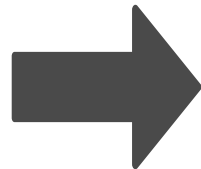| **Mapping** Understanding cultural differences | → | **Bridging** Communicating effectively across cultural differences | → | **Integrating** Managing the cultural differences |