ANN ARBOR, MI, October 03, 2013 /**24-7PressRelease**/ -- The executives of Michigan-based PryMarke, LLC today announced the signing of a contract to develop a Reference book on how nationalism and cultural indoctrination affects global prosperity today. "The internalization of cultural beliefs, attitudes, and behaviours of individuals seem to have been catalyzed by the pace in which contemporary societies and business are being transformed. This requires examining the impact of the particular effects of cultural indoctrination on global business and prosperity," said Bryan Christiansen who has been PryMarke's Chairman since 2009.

The book will be co-authored by Assistant Professor Dr. Joyce Koeman, affiliated with the Institute for Media Studies at the University of Leuven (Belgium) where she teaches Mass Communication, Business Communication, and Linguistics. Her current research interests focus on ethnic marketing, cultural diversity management, and (in)equalities in the networked society. "As cultural indoctrination touches many aspects from daily life, encompassing issues from education and religion to nationalism, tolerance and altruisim, an interdisciplinary approach is advocated," explained Dr. Koeman who is not associated directly with PryMarke, LLC.

The upcoming reference book particularly aims to disclose relevant agents in the processes of cultural indoctrination, to provide a sound examination of effects of cultural indoctrination on cognitive strategies and/or professional methodologies, and to delineate its micro- and macro-level effects on global business and prosperity. Therefore, it will cover a variety of aspects such as:

1. Introduction to Indoctrination2. Epigenetics of Culture3. Cultural Indoctrination and Intelligence (CQ)4. Biological Foundations of Moral Norms5. Values Orientation Theory6. Institutionalization7. Public Spheres8. Cultural Dynamics9. Self-Efficacy10. Stereotypes11. Social Psychology12. Motives13. Linguistic Imperialism14. Cultural Integrity and Integration15. Technological Isomorphism16. Diversity Management17. Strategic Management18. Global Education19. Ecology20. Business Ethics and Politics21. Competitive Advantage22. Business and Technology Trends23. Emerging and Developed Markets24. Macroeconomic and Microeconomic Theory25. Prosperity26. Human-Computer Interaction27. Swarm Intelligence28. Religion, Spirituality, and Superstitions29. Social Movements30. Class Conflict and Economic Inequality31. Mass Media and Globalization32. Race, Nationality, and Ethnicity33. Nationalism and Patriotism34. Socioeconomic Status35. Personality36. Behavioral Economics37. Creativity38. Neuroscience39. Child Development40. Parenting41. Pedagogy42. Law43. Evolutionary Psychology44. Critical Thinking Processes45. Cultural Anthropology46. Greed, Ambition, Love of Money47. Altruism, Volunteering, and Gift-giving48. Social Justice Theory & Management49. Philosophical / ethical considerations50. Antecedents/Agents of cultural indoctrinationMicro level (individual/personality)Meso level (organizational level)Macro level (international/global business)51. EffectsMicro level (individual/personality)Meso level (organizational level)Macro level (international/global business)52. Sustainable Development

The upcoming book will be published by Pennsylvania-based IGI Global. Since 1988, IGI Global has provided comprehensive research on computer science and information technology management regarding how information technology affects human activities and interactions. IGI Global is a leading multimedia publisher of books, reference works, journals, encyclopedias, teaching cases, proceedings, and databases covering the areas of education, social science, library science, healthcare, business management, public administration, and computer science. The publisher has offices in Hershey, Pennsylvania, and New York City, New York.

Interested contributors can obtain information on the Call For Chapters by contacting Bryan Christiansen at prymarkellc@consultant.com or Dr. Joyce Koeman at joyce.koeman@soc.kuleuven.be.

PryMarke, LLC is a business analytics and development company operating worldwide. The firm is also involved in the publishing and editing/proofreading of business-related Reference books.