



2016  
**INTERNATIONAL  
BOOK AWARDS**

7th Annual Awards Sponsored by Bookvana.com

**Finalist, Multicultural Non-Fiction**  
**Perception and Deception: A Mind-Opening Journey Across Cultures**  
**by Joe Lurie**

***Perception and Deception: A Mind-Opening Journey Across Cultures* by Joe Lurie (published by Cultural Detective), is awarded Finalist in the Multicultural Non-Fiction category of the 2016 International Book Awards.**

**Over 1,500 books from around the world entered this year's competition, according to Jeffrey Keen, President and CEO of i310 Media Group.**

***Perception and Deception* is eye-opening, wonder-filled and timely. It offers readers of all backgrounds a wealth of revealing and important intercultural insights from Joe Lurie's decades living abroad, his Peace Corps experiences and 20 years as Executive Director of UC Berkeley's International House.**

**This engaging book shows how perceptions can be "deceptive" if we look at intercultural experiences only from our own worldview. Powerful and unforgettable stories illustrate culture clashes and misunderstanding in personal, business, religious and political encounters. *Perception and Deception* offers discoveries that are increasingly essential in our globalized, often polarized world.**

**Scoring top honors in the 7<sup>th</sup> Annual International Books awards are titles from mainstream publishers such as Penguin Random House, McGraw-Hill, John Wiley & Sons, Palgrave MacMillan, as well as independent houses including Cultural Detective.**

**For a taste of Joe Lurie's new book, visit: [www.PerceptionAndDeception.com](http://www.PerceptionAndDeception.com)**