FROM BANDAID TO RADIAID

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Category: Africa

Forgive me for posting one more video in this series, but this excellent TED talk gives the background to the RadiAid and Let's Save Africa videos that I have mentioned recently.

http://www.youtube.com/watch?v=rEI8NzMpnho

If the video isn't showing, you can view it directly here.

The principle of looking at the similarities between peoples rather than concentrating on the differences is one that I highlighted in an article I wrote years ago called the St Mary Mead Model of Intercultural Adaption; you can find it on our articles page.