

The Importance Of Culture - Stefan Bode

[DOWNLOAD HERE](#)

This report provides an analysis and evaluation of the significance of a study about cultural diversity in cross-border business. Additionally, it identifies the possible advantages and disadvantages that companies will be confronted by when deciding to sell internationally. The method of analysis for this report included a review of the current literature available in libraries and on the internet. The major findings indicate that an understanding of cultural diversity is of paramount importance in order to be successful in exporting, since people's behaviour and tastes differ widely from country to country. Thus, culture has a strong impact on communication, products and their promotion. Conducting a study regarding culture enable companies to meet consumer needs, to use the marketing mix more efficiently and to set up successful foreign network channels. On the other hand, by exporting, firms may meet the challenges of face to face communication with foreign people, collaborating with foreign counterparts and convincing foreign consumers about its products. Beyond this, the company should overcome the temptation of ethnocentrism and adapt their business method to local requirements. This report finds that despite many future challenges the prospects for exporting entities are positive, if they thoroughly prepare themselves for conducting cross-border business. In detail, they should conduct a study concerning culture which should be included in a PEST framework (political, economic, social and technological analysis). Firms should, based on the culture and PEST analysis, adapt its business method to each culture. Moreover, employees should be prepared to engage in international business. They should be able to speak different languages and handle diverse cultures effectively. Companies also need to foster a consistent level of understanding and application of cultural diversity. Additionally, foreign distributors should be engaged and foreign partners should be found. Further, before starting negotiations companies negotiating teams should gather background information about its counterpart. This report also investigated the fact that cultures shift over the years. Thus, companies should regularly analyse markets and react to any changes over the years to come. Seminar paper aus dem Jahr 2007 im Fachbereich Wirtschaft - Unternehmensföhrung, Management, Organisation, Note: 2,0, University of Glamorgan, Sprache: Englisch.Author: Bode, Stefan Publisher: GRIN Verlag Illustration: N Language: ENG Title: The

importance of culture Pages: 00022 (Encrypted PDF) On Sale: 2007-01-01 SKU-13/ISBN:

9783638626590 Category: Business & Economics : General Category: Business & Economics :

Management - General

[DOWNLOAD HERE](#)

Similar manuals:

[Rothenburg Upon The River Tauber Middle Frankonia Bavaria Germany Business Sign Restaurant Altes Bruhaus](#)

[BRD Germany Bavaria Upper Bavaria Capitol Of Bavaria Odeons Square Hall Of Generals With Lion And The Theatiner Church Towers Of Theatiner Church](#)

[Munich, DEU, 20. May 2005 - Donnersberger Bridge In Munich, On Right Hand Side Is The General Customs Office Visible.](#)

[Rich Businessmen](#)

[Rich Businessmen](#)

[Rich Businessmen](#)

[Symbolic For Business Men](#)

[Symbolic For Business Men](#)

[Businesspeople And Money](#)

[Businessman And Money](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Businessman And Money](#)

[Businessman And Money](#)

[Businessman And Money](#)

[Symbolic For Businessmen And Money](#)

[Businessmen And Money](#)

[Businessmen And Money](#)

[Ukraine Kiev Place Of Independence Northern Part With Historical Buildings In Sowjet Realism Architecture With Glasdome Of Shopping Center Globus I Businesspeople Tourists Visitors Blue Sky 2004](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Columnne Built In 1834 By Architect Auguste Montferrand N](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Columnne Built In 1834 By Architect Auguste Montferrand N](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Columnne Built In 1834 By Architect Auguste Montferrand N](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate General Staff Building To The Big Square](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square With Alexander Columnne Built In 1834 Near Eremit](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square With Alexander Columnne Built In 1834 Near Eremit](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square With Alexander Columnne Built In 1834 Near Eremit](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square With Alexander Columnne Built In 1834 Near Eremit](#)

[GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square](#)

[GUS Russia St. Petersburg 300 Years Old Venice Of The North Victory Coach On The Gate Of The General Staff Building To The Big Square](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Columnne Built In 1834 By Architect Auguste Montferrand N](#)

[GUS Russia St. Petersburg 300 Years Old Venice Of The North Gate From General Staff Building To The Big Square With Alexander Column Built In 1834 By Architect Auguste Montferrand Near Eremitage](#)

[White Nights, GUS Russia St. Petersburg 300 Years Old Venice Of The North Big Square With Alexander Column Built In 1834 By Architect Auguste Montferrand And The Building Of General Staff And The](#)

[White Nights, GUS Russia St Petersburg 300 Years Old Venice Of The North At The Royal Field Memorial For Generalism Alexander Suworow](#)

[Crosswalk With Yellow Car-stop Button And A Businessman Crossing. Paarl - South-Africa](#)

[Businessmann Standing In A Papership Made Of Banknote](#)

[Businessmann Standing In A Papership Made Of Banknote](#)

[Businessmann Standing In A Papership Made Of Banknote](#)

[Businesspeople Looking Through A Loupe On A Papership Made Of Euro Banknote](#)

[Businesspeople Looking Through A Loupe On A Papership Made Of Euro Banknote](#)

[Business People Looking Through A Loupe](#)

[Business People Looking Through A Loupe](#)

[Symbolic Business People Under Loupe](#)

[Accumulation Of Inflatable Multicolored Swimming Tires In Business For Beach Accessories.](#)

[Morning Mood In The Brussels City Center To The St. Michels St. Michiels Cathedral. Illuminated Business In A Wilhelminian Style Building Before Cathedral In The Blue Morning Light.](#)

[Business Manager With No Money In His Pocket Is Totally Washed Out](#)

[Business Manager With No Money In His Pocket Is Totally Washed Out](#)