Effects Of Cultural Differences In International Business

Gary Ferraro, Elizabeth K. Brody

Culture and International Business Kip Becker, 2013-04-03

Management strategies to help you profit in the international realm! What is the most effective way to help an expatriate employee learn to function in the host country? How well do we understand the formation and performance of multinational alliances? Should you threaten to sue your Chinese distributor, or is friendliness a better tactic? These questions are among the issues tackled in Culture and International Business, a practical look at a complex topic. Increasingly, corporations and businesses are transnational or multinational in scope and culture in a way that was unimaginable a generation ago. Employees may be assigned to work overseas or deal with customers, suppliers, distributors, or factories across the globe. Even in domestic offices, employees from several different countries may work side by side. If you want your business to prosper in this new global economy, you must understand the effects of cultural differences on business practices or else risk making costly, potentially disastrous errors. Culture and International Business offers practical ideas and tested research on such vital topics of concern as: defining the moral, ethical, and legal implications of multicultural management attracting and retaining key personnel persuading employees in the host country to mentor an expatriate overcoming divisive cultural differences working within the guanxi relationship networks of China creating sustainable development strategies becoming aware of different attitudes toward change, gender, and risk-taking A genuinely multinational effort, the seven chapters of Culture and International Business were written by authors representing five nations on three continents. This important book is designed to help you understand a wide range of issues from several geographic areas that affect everyone doing business in the new global economy.

Impacts of Culture for American Businesses Abroad Daniel Zberg, 2014-02-04

Research Paper (postgraduate) from the year 2012 in the subject Business economics - Economic and Social History, grade: 94.0, language: English, abstract: U.S. firms that decide to go global experience unique challenges that are not particularly present in typical domestic businesses. Companies that have relations abroad are often met with significant cultural differences that can impact the business – either positively or negatively. The importance of cultural intelligence has led to an increase in cross-cultural training; yet, some firms refuse to acknowledge the significant role that culture plays in their international business. A lack of cultural awareness inherently implies an arrogance that has been associated with American culture by other countries. By ignoring cultural differences, American companies reveal an underlying desire to make money without taking the time to know their
partners or employees abroad. Such ignorance can be avoided at a relatively low cost; nevertheless, some businesses manage to fail miserably because of a lack of cultural understanding.

**A Short Course in International Business Culture** Charles Mitchell, 2009 Short Course books are written from an international perspective for an international audience.

**Culture in Global Businesses** Bharat S. Thakkar, 2020-12-21 This book offers research geared toward understanding culture and its influence on the success of global businesses. Divided into two parts that look at the leveraging culture cultural diversity from an organizational as well as national perspective, the chapters investigate the effects of technology on culture, the role of leadership in corporate culture, and communicating and managing change across cultures. The book emphasizes that embracing cultural and subcultural differences alongside instilling organizational culture are the keys to successful modern business. With contributions from authors from academic as well as professional backgrounds, this book will serve as a valuable resource to researchers interested in cultural studies generally as well as those studying the importance of culture to managing modern organizations.

**Analysis of Cultural Differences and their Effects on Marketing Products in the United States of America and Germany: A Cultural Approach to Marketing using Edward T. Hall and Geert Hofstede** Matthias Boeing, 2013-06-01 “Companies that do not adapt to the new global realities will become victims of those that do.” In this quote Theodor Levitt, a former professor at the Harvard Business School, points out that companies all over the world need to deal with a process which has changed the way they carry on a business in many ways. The process, namely globalisation, takes advantages as well as disadvantages, not only for the business world but also for the individual. The importance to face globalisation has always been there but, it has increased with the evolving stages of globalisation. Ever since this process started, companies have tried to derive advantage from globalisation while at the same time they had to deal with the disadvantages. For marketers in particular, this process seems to offer a lot of potential for the exploration of new markets and customers. However, the questions determining the success or failure of a marketing campaign are more complex than in domestic marketing. Accordingly, the terms international and global marketing are strongly connected to globalisation, and have become a key factor for the success of companies. Corporations that want belong to these successful multi-national companies (MNC), or global players certainly have to deal with the different issues that come along with marketing products in other countries. These can have a significant impact on international operations but also on the overall performance of a company. Since a company’s approach to these issues determines the success or failure in marketing a product abroad, these situations have to be addressed at an early stage. Among others, cultural differences are one of the major obstacles that have to be considered in international marketing. Every culture has its own individual values, behaviours, ways of thinking, lifestyle and language which make it unique. Accordingly, companies have two different possibilities to deal with that
process. At first, standardisation, an identical marketing plan is used across different cultures, and secondly, adaptation, appropriate adjustments are made to the special cultural environment of the target market. It is therefore important for a marketer to be aware of these differences, and to use the right tools to advertise products successfully in multiple, varied cultural environments. This study provides a comprehensive framework of cultural differences in the USA and Germany, and analyses how companies should conceive their [...]  

**International Management** Richard Mead, Tim G. Andrews, 2009-06-22 As in previous editions of this popular text on cross-cultural management, students will find here an invaluable guide to key management theories, linked to practical examples from all round the world. The book's key distinctive feature remains its truly international profile, with current examples from the US, Europe, Asia and new perspectives in this edition from other regions. Discussion of cross-cultural models is updated by including the 'crossvergence' framework developed during the 1990s, as well as the latest new research on organizational culture. Coverage of how and to what extent cultural variation affects the implementation of e-technology at the workplace (esp. in multinational subsidiaries) New material on the management of marketing/sales teams across borders and implications of cultural differences for expatriate managers. The addition of several new cases, from the Middle East, Latin America and Africa as well as new cases in Asia. The 4th edition retains the special appendix on how to write a successful dissertation or project which makes this a useful text for both MBA and advanced undergraduate courses.

**Managing Cultural Differences** Robert T. Moran, Philip R. Harris, Sarah Moran, 2007-03-15 This new edition of a business textbook bestseller has been completely updated. In particular, the book presents a fuller discussion of global business today. Also, issues of terrorism and state security as they affect culture and business are discussed substantially. The structure and content of the book remain the same, with thorough updating of the plentiful region and country descriptions, demographic data, graphs and maps. This book differs from textbooks on International Management because it zeroes in on culture as the crucial dimension and educates students about the cultures around the world so they will be better prepared to work successfully for a multinational corporation or in a global context.

**Global Business Management** Abel Adekola, Bruno S. Sergi, 2016-04-22 This book interweaves the concepts of the guidance on globalization, international management, and the intricacies of international business that many books on the market treat independently. It clarifies and explains culture, cultural misunderstandings, and cross-cultural interactions. Adekola and Sergi's text is unique in that it offers both the management perspective and the cultural perspective. It is for managers seeking to thrive in the global economy. This book focuses on managing global organizations, providing a basis for understanding the influence of culture on international management, and the key roles that international managers play. It clearly shows how to develop the cross-cultural expertise essential to succeed in a world of rapid and profound economic, political and cultural changes.
Cultural and Technological Influences on Global Business Christiansen, Bryan, 2013-04-30 Technology is a key driver behind the effects of contemporary globalization on business and other organizations worldwide. Understanding this phenomena in connection with the impact of cultural variations can help improve business and product life cycles in an era in which corporate capital and liquidity buffers must be increased for unexpected developments in global markets. Cultural and Technological Influences on Global Business is a leading publication in its field emphasizing the importance of deeply exploring the effects of cultures and technologies on the global business sector. This reference source is beneficial for professionals, researchers, and practitioners who wish to broaden their understanding of the direct relationship between culture and technology in the international business realm.

The Cultural Dimension of Global Business (1-download) Gary Ferraro, Elizabeth K. Brody, 2015-07-22 This book demonstrates how the theories and insights of anthropology have positively influenced the conduct of global business and commerce, providing a foundation for understanding the impact of culture on global business, and global business on culture.

Cultural Differences in Business Life. Understanding German and American Business Culture Ulrike Ditzel, 2006-10-25 Seminar paper from the year 2006 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,3, http://www.uni-jena.de/ (Philosophische Fakultät - Lehrstuhl Interkulturelle Wirtschaftskommunikation), course: Interkulturseminar USA-Deutschland, 15 entries in the bibliography, language: English, abstract: Globalization has led to remarkable changes in the way we conduct the world’s business. International Mergers and acquisitions are en vogue today. The advantages quoted by managers include advantages of scale, increased shareholder value, access to new markets, lower overheads and so on. The number of international mergers and acquisitions between German and American companies increased a lot during the last years, as well. At the beginning there are high hopes and elation connected with the deal. But the long-term reality, however, is much the opposite. At least 50 percent of all international mergers and acquisition activity fails, no matter how the success is measured. There are also lots of companies who failed, who are therefore not able to benefit from some positive synergy effects like cost reductions. Why did that happen? A survey tried to analyze the reasons for this. The surprising result was that just 30% of the failures were attributed to the “hard factors” of business, like planning, finance or technology. For the rest, the reason lay in the so-called “soft factors”, which contain cultural and organizational behaviour. Somewhat less acknowledged, although hardly disputed, is the positive and negative impact of cultural aspects on the success of M&A activity. The following work reveals the differences between American and German business culture and also analyzes its historical and social background. Thereby, the main goal is to disprove that American and German business styles are almost similar. Furthermore, at the end the reader should know more about the existing differences between the two nations, because their unawareness leads to the failures of M&A. In the second chapter there is theoretical basis information which helps to reach a better understanding of this work.
Thereafter comes the main part about the existing differences between Germans and Americans. Because there are plenty of them, it is just possible to take a brief view on a certain field of life. For this reason the author picks a few, those which seem to be the most relevant differences between the German and American business world. In every part, the author is going to illustrate the differences by means of examples. The main question which is answered in this work is: WHY do these different characteristics exist? Where do they come from?

**The Culture Map (INTL ED)** Erin Meyer, 2016-01-05 An international business expert helps you understand and navigate cultural differences in this insightful and practical guide, perfect for both your work and personal life. Americans precede anything negative with three nice comments; French, Dutch, Israelis, and Germans get straight to the point; Latin Americans and Asians are steeped in hierarchy; Scandinavians think the best boss is just one of the crowd. It's no surprise that when they try and talk to each other, chaos breaks out. In The Culture Map, INSEAD professor Erin Meyer is your guide through this subtle, sometimes treacherous terrain in which people from starkly different backgrounds are expected to work harmoniously together. She provides a field-tested model for decoding how cultural differences impact international business, and combines a smart analytical framework with practical, actionable advice.

**Cultural Factors and Performance in 21st Century Businesses** Christiansen, Bryan, Branch, John David, Karmowska, Joanna, 2020-06-05 Businesses rely heavily on their culture to ensure sustainable success, and company culture is invariably influenced by national values. In an era of global hypercompetition, knowing the overall values that guide one’s business ventures is crucial, as it allows for the greater understanding of other businesses and how they operate. Cultural Factors and Performance in 21st Century Businesses is a pivotal reference source that examines the relationship between culture and trade. Covering a broad range of topics including ethics, economic geography, and socialization theory, this book examines cultures around the world and their intersection with trade. This publication is ideally designed for executives, managers, entrepreneurs, social scientists, policymakers, academicians, researchers, and students.

**Cultural Differences and Economic Globalization** Roger White, 2015-10-23 Economic globalization is the process of increased integration among nations, characterized and fostered by three elements of international trade- goods and services, international capital flows, and international migration. In recent decades, international economic integration has increased both in depth (more pronounced bilateral connections) and in breadth (connections have become more commonplace), thus, the global economy has become increasingly integrated. Societies receive tremendous net benefits from economic globalization, however, accessing these benefits may be limited by cross-societal cultural differences. This book examines cultural differences as a potential impediment to economic integration. Relying on rigorous statistical and econometric techniques, the analyses indicate that higher transaction costs, due to greater cultural distance, inhibit both the volume of trade flows and the successful completion of trade deals. Cultural distance appears to reduce foreign direct
investment, as well as divert investment to less culturally-distant destinations. This book finds a negative relationship between migration flows and cultural distance. It considers the common criticism that repeated and intensified integration diminishes cultural differences, resulting in cultural homogeneity. This book offers the first comprehensive examination of the relationships between cross-societal cultural differences and economic globalization. It will be of great interest to scholars and students who study globalization, international economics, and cultural studies.

**Cross-Cultural Management** David C. Thomas, 2008-04-29 Now called Cross-Cultural Management to more clearly reflect the content, the Second Edition has been refined to build on the strength of the earlier edition for a stronger emphasis on understanding of the most current research on culture in organizational settings. The text examines cross-cultural management issues from a psychological or behavioural perspective. It focuses on the interactions of people from different cultures in organizational settings and helps the reader gain an understanding of the effect of culture that can be applied to a wide variety of cross-cultural interactions in various organizational contexts.

**Cultural Differences and Economic Globalization** Roger White, 2015-10-23 Economic globalization is the process of increased integration among nations, characterized and fostered by three elements of international trade- goods and services, international capital flows, and international migration. In recent decades, international economic integration has increased both in depth (more pronounced bilateral connections) and in breadth (connections have become more commonplace), thus, the global economy has become increasingly integrated. Societies receive tremendous net benefits from economic globalization, however, accessing these benefits may be limited by cross-societal cultural differences. This book examines cultural differences as a potential impediment to economic integration. Relying on rigorous statistical and econometric techniques, the analyses indicate that higher transaction costs, due to greater cultural distance, inhibit both the volume of trade flows and the successful completion of trade deals. Cultural distance appears to reduce foreign direct investment, as well as divert investment to less culturally-distant destinations. This book finds a negative relationship between migration flows and cultural distance. It considers the common criticism that repeated and intensified integration diminishes cultural differences, resulting in cultural homogeneity. This book offers the first comprehensive examination of the relationships between cross-societal cultural differences and economic globalization. It will be of great interest to scholars and students who study globalization, international economics, and cultural studies.

**International Business Management** Kamal Fatehi, Jeongho Choi, 2018-10-30 This textbook explores the theoretical and practical aspects of managing international business operations while also dealing with multi-cultural, multi-national and global issues of managing business expansion beyond the domestic market. A second, revised edition of Managing Internationally: Succeeding in a Culturally Diverse World, each chapter contains up-to-date material, in-depth coverage of topics, visual aids (i.e., charts, tables, etc.), and vignettes, making this new edition engaging, visually appealing and easily
accessible for students taking International Business Management courses. The contents of this textbook are separated into four parts. Part one offers introductory information on the scope and importance of international business management as well as the social and ethical challenges. Part two covers cultural and behavioral topics. Part three discusses the strategic and operational aspects of international business management. Part four explores human resources and labor relations. To assist students, each chapter starts a preview section which includes an outline of the chapter indicating the important aspects along with a brief description of the major issues. Following the preview is a vignette that encapsulates the crux of the chapter, often presented in an amusing and engaging manner. To further help students focus on key issues, the text includes the list of useful business cases to which students can refer. To assist professors in teaching from this book, ancillary teaching materials such as sample syllabi, slides, tests and answer keys will be available for download.


**Riding the Waves of Culture** Alfons Trompenaars, 1993 An international manager has a tough job, coping with three different cultures: the culture of origin, the culture in which he or she is working and the culture of the organization. Fons Trompenaars has been studying the effects of culture on management for many years and he profoundly disagrees with the widely held theory that internationalization will create a common, worldwide culture. In this challenging book he claims that there is not, and can never be 'one best way of managing and organizing' regardless of where the company is located. RIDING THE WAVES OF CULTURE provides cultural insights into the global v. local dilemma, and most importantly, gives readers a better understanding of their own culture and cultural differences in general. Rich in case studies and anecdotes, the book is based upon the author's own experience plus field studies in 30 companies in a total of 50 countries, including Royal Dutch Airlines, KLM, Volvo, Lotus, Kodak, AT&T, Royal Dutch Shell, ICI, Heineken, Mars and Glaxo.

**Cross-Cultural Management** Jean-François Chanlat, Eduardo Davel, Jean-Pierre Dupuis, 2013-07-24 All cultures appear to share the belief that they do things ‘correctly’, while others, until proven otherwise, are assumed to be ignorant or barbaric. When people from different cultures work together and cannot take shared meanings for granted, managers face serious challenges. An individual’s parsing of an experience and its meaning may vary according to several cultural scales – national, professional, industrial and local. Awareness of cultural differences and the willingness to view them as a positive are therefore crucial assets. This edited textbook sets itself apart from existing cross-cultural management texts by highlighting to the reader the need to avoid both ethnocentrism and the belief in the universality of his or her own values and ways of thinking: the success of international negotiations and intercultural management depends on such openness and acceptance of real differences. It encourages the development of ‘nomadic intelligence’ and the creative use of a culture’s resources, according to a symbolic anthropology perspective. Through the essays and case studies in the chapters, readers
will become aware of the intercultural dimension of business activities and better understand how they affect work. Cross-Cultural Management will help interested parties – students of business management, international relations and other disciplines, and business managers and other professionals – develop their ability to interact, take action and give direction in an intercultural context.

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Introduction
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