Importance of culture for disney expansion essays and term papers

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1. 0 Business, Culture and Disney Culture can be defined in number of way, but culture for business is a ' complex set of values, beliefs, assumptions and symbols that define the way in which a firm conducts its business'. Culture will have universal effects not only to the relevant workers, suppliers, customers and competitors, but it also explains how the business interacts with the critical factors (Barney 1986, p. 657). Also, expanding business internationally must take culture as considerations because different country with different culture so marketers should understand well their culture before expanding, because there might someone will feel offended. Comprehend the different culture in business is important because it will affects the efficiency, profitability and it will lead to successful of the business. Disney, was a big talented company that produce film and popular showman, also an innovator in animation and theme park design. Therefore, when Disney expands to other countries they must understand well the culture of the country so that it will not affect the expansion, just to avoid the losses and failure of the expansion. Euro-Disney was the example of failure in their expansion because they ignore their culture before expanding. Importance of culture for business? importance of culture for Disney expansion? cultural considerations Disney must take into account for expansion? http://www. jstor. org/stable/258317? seq= 2 (journals) http://www. livescience. com/21478-what-is-culture-definition-of-culture. html (web) http://en. oboulo. com/disney-a-global-culture-70998. html (web 2)