

Palermo and genoa assignment

[History](#)



This is an individual assignment to discuss culture characteristics and its effects to a cuisines environment. Thus, this assignment will show the understanding of the culture importance, and providing the methods for cross culture management. For the full-scale of culture application to business environment cognitive competencies, this assignment will discuss the culture characteristics, analyze the culture for international business operation, study the culture synthesis, and then give recommendations according to the applications of business environment in particular.

According the requirement of this assignment, I have chosen the country f Italy to complete the tasks of this assignment. 2. The Background of Italy Italy is a unified peninsula country in the south of Europe, and it looks like a boot in the world map. The neighbor countries of Italy are surrounded by Andorra, Monaco, France, Switzerland, Slovenia, Croatia, Albania and Greece. The total size of Italy is 116306 square miles. Italy has total 1120 cities; the largest cities are including Rome, Milan, Naples, Turin, Palermo and Genoa.

Giuseppe Amazing formed the Resorting being the foundation of Italy unity. Mr.. Count Camille Did Cavort, the leader of House of Savoy in Sardinia united Italy in 1852, and he obtained the lands of Lombardy, Roman, Tuscany, Pram, Sicily, and Naples. In 1861, Italians claimed Victor Emmanuel II as their king, who received Venetian in 1886. Finally, the papal of Rome announced Italy is a unified peninsula nation independently with one constitutional monarchy on 20th September 1870 (infeasible. Com, 2014). Italy is a republic country with its own constitution desiring for peace and harmony.

Italians dislike fighting in the wars. Thus, Italy declared its neutrality in the World War I. Even through, Italy fight with Allies in 1915 and gained some lands, but after the postwar, Italy returned the lands Allies. After the Fascist Party dictatorship of Mr.. Mussolini from 28th October 1922 to 28th April 1945, Italians plebiscite voted to have a republic nation in June 1946 successfully. Moreover, Italian returns the lands to Greece and France according to the peace treaty on 15th September 1947. Italy constitution was created in 1948 (inconsiderableness. Com, 2014).

Italy strategy builds its economy successfully by being an integral member of NATO & joining the European Economic Community. In Jan 1999, Italy currency was permitted by Treasury Secretary Carlo Scampi. Nowadays, the economics of Italy is diversified by many industries, and the well-developed industrial in the north are most held by private companies. Although Italy has experienced the global crisis in 2008, but Italy GAP of Italy increased from US\$1737. 8 billion in 2004 to US\$1982. 94 billion Jug 2014 (Satanist. Com, 2014). According to the source of the Italy history, the main religion of Italy is Roman Catholicism.

The Roman Catholicism centre is in the Vatican City, and the pope also stays in it. Islam is the second religion in Italy sources from the immigrants of Muslim. Non-Catholic Christians is the third religion in Italy, but it is in a small group due to the only few Jews left after the War II (Kim, 2014). Actually, Italy has a long Roman history, because the Rome Empire controlled Italy with the Roman leadership for about 22 centuries, which covers the most of the Italy history and made Italy a Roman Catholicism country from its root.

Therefore, Italy becomes the cultural center for the Western world during the period of 13th to 16th century.

According to the religion characteristics of Roman Catholicism, family is the most liable social structure, because family can stabilize their family members by supporting each other with emotion and finance. In the religion of Roman Catholicism environment, you can see the Catholic churches in Italy are more than any other country. In this kind of religion country, you can see them in many lobbies and buildings, and you will find people's names, and trade in particular patron saint. The church proclaims transparent hierarchy to Italy. Respect is provided to older people, successful businessman, and well-connected people (quintessential. O. UK, 2014). This part will give the recommendations for doing business in Italy according to its culture of history, geography, language, education, religion, social structure, political, and economic philosophy.

4. 1 Respect Different cultural customs

Although, it is 96% of them are native Italians and speak Italian, but they may have different mother tongue or dialect and culture customs. Therefore, we have to respect each of them accordingly. To an international business, knowing the local culture is as knowing the needs of the local people.

If you can provide the thing to that area's people, you will have business opportunity (La Verne, 2008).

4. 2 Well-managed Cross Culture Management

There are cultural conflicts between cultures. Therefore, international businessmen need to understand the difference and culture conflicts between each of them. Hence, the cross culture management needs to be created and studied by businessman and his staffs. Because you will have

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contact with local staff and customers, developing a well-managed cross culture management will help the stabilization of the employees and increase your business market share (Sweatshops, 2010). . 3 Follow the religion characteristics of Roman Catholic As we know that the Roman Catholic is one of the largest and biggest religion in Italy, and Italy is the culture centre of Europe. To follow the Roman Catholic characteristics is one of the best and fastest ways to fit into global international business to the local and the whole Europe (Mary, 2011). If you can put your business to fit into the Roman Catholic quickly, your business can be accepted by the Roman Catholics easily (Italy Mineral and Mining Sector Investment and Business Guide, 2014).