

# Cross culture analysis - brazil essay samples

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## **Business etiquette**

### Introduction

Brazilian business people are free-spirited and friendly. They are very creative and risk-oriented. They take advantage of any business opportunity that comes along. Due to the courage and aggressiveness they have, they invest in different businesses even if the opportunity is too risk. They thus maximize their marginal utility of wealth. Roman Catholic dominates Brazil country and takes 73%. Due to the tight and strict doctrines of the Roman Catholic, Brazilian business people engage in their businesses honestly. Furthermore, Brazilians have large families as their religion does not restrict the number of children one should get. Most of the families have extended families. The Brazilians advocate for education and socioeconomic backgrounds as the main economic pillars. Therefore, majority of the people have access to quality education. The skills they have assist them in undertaking their business activities. Socializing is profoundly practice and is believed to promote coexistence of the people. It will in turn replicate in peace and order. The prevailing peace and order enables smooth running of the business.

The Brazilians follow their culture strictly. Everybody in the country is encourage to take time to greet and say good-bye to everyone they meet. It is believed that such greetings is part of communication and enables smooth sharing of business information and ideas. For example, married women kiss twice on each other's cheeks while single ladies kiss once. The Brazilians follow their culture strictly and anybody who deviates from the culture is seen as a betrayer to the Brazilians. Although they communicate verbally,

physical body movements and contact is part of their communication also. For examples touching of elbows, arms and backs is acceptable and very common. They stand extremely close to one another. Standing far away is a sign of rudeness. Furthermore, the “ thumbs up” gesture is used as a sign of approval and the “ O. K” sign is a rude way of acceptance (Martin, 2012). The culture also considers wiping of hands as a sign of saying what it does not matter. To agree or disagree to a particular issue one clicks the tongue or shakes the head.

One is expected to have ability and personality of establishing business and personal relationship. This is important for smooth running and success of the business. The business thrives well when there is strong personal and business relationship among the people. It is considered that relationship is more important than any legal policy or document in business. Therefore, Brazilians will do anything for anybody and value friendship very much. For any meeting to be successful, one is expected to plan and communicate early enough prior to the actual meeting (Turner, 2001). In most cases to do business with Brazilians requires face to face communication. Before starting any business one is expected to get the legal document.

Anybody who wants to do business in Brazil and does not understand the native language is advised to hire a Brazilian interpreter. Anybody is expected to avoid confrontation in business It is believed that insulting one person is the same as insulting all the people. Meetings are casual and incase, someone has a point which can assist the person speaking is expected to interrupt and utter their point. When in business, one is expected to dress well. Proper dressing is said to be a sign of good behaviors

in the business (Turner, 2001). Anybody who dresses in unacceptable ways is likely to lose customers.

## References

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