

Impact of culture on international business



**ASSIGN
BUSTER**

Running Head: Culture and International Business Impact of Culture on International Business [Institute's Impact of Culture on International Business

Abstract

International business along with culture of countries is the main thing that needs to be kept in mind when it comes to the idea of globalization. It is very well known that due to globalization, the world has become a global village and businesses are expanding at a grand scale throughout the world. The firms and organizations are the ones focusing on matters such as cross cultural differences.

Introduction

When President Nixon made his trip to Brazil in the year of 1950, on his way back to the flight he gave a gesture to the general public that in the American language meant an okay sign. However, unfortunately for the President, in the Brazilian language the sign was being used as slang in the country. Here the main mistake that had been noticed by the world as well as the Brazilians was that the leader of a free world had not spent a lot of time in learning, or at least getting accustomed to the customs of the country he was visiting (Walker, Schmitz, and Brake, 2003: 33).

However, it is not just the duty of the president of a country to be accustomed or to be well known but also for business executives of any form or organization that tends to expand the business across the borders.

Business executives have to be very concerned about the learning in cross communication and cultures of the countries in which they wish to expand their businesses as the customers do happen to get offended by gestures. According to Dean Foster who is the president of a cross cultural business

<https://assignbuster.com/impact-of-culture-on-international-business/>

training company, Dean Foster Associates, " It can be very offensive. In some cases, people have lost million-dollar deals".

Cultures across the world on the surface may be having just minor differences. However, these are the differences that make major problems.

In one case it can be presented by an uncomfortable smile that might be ignored in some cases. However, in business matters this is a gesture that is considered to be very offensive (Bannon & Mattock, 2003: 22).

Body language is a part of every culture. The behaviors in business associates should be such that a person is regular and punctual. For marketing executives the dealings in corporate culture can sometimes become tough. In this case the main theme is to understand the market of the foreign country as well as business relations and priorities within the foreign country in order to allow the foreign clients to be satisfied (Moran & Harris, 2007: 33).

Conclusion

The inter-cultural interaction is the one thing that is the need of every business that tends to be successful with higher customer approach and demands. Therefore, the business executives are the ones who need to cater the needs of foreign country's business as well as the demands so as to gain benefits.

References

Bannon, G., and Mattock, J. (2003). *Cross-cultural communication: the essential guide to international business*. 3rd revised illustrated edition. Kogan Page Publishers.

Moran, T. R., and Harris, R. P. (2007). *Managing cultural differences: global leadership strategies for the 21st century*. 7th illustrated edition.

<https://assignbuster.com/impact-of-culture-on-international-business/>

Butterworth-Heinemann.

Walker, M. D., Schmitz, J., and Brake, T. (2003). *Doing business internationally: the guide to cross-cultural success*. 2nd illustrated edition. McGraw-Hill Professional.