

Cultural and business impressions of brazil



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Cultural and business impressions of Brazil Brazil is a nation deeply formed by its miscellaneous traditions and topography. The biggest country in South America in both populace and region, Brazil has been for a long time, an important resource of natural goods such as woods, sugar, coffee etc. The Brazilian society is a flourishing synthesis of the African, Portuguese, and the native Indian impacts. They have left their influence on the Brazilian society ensuing in a prosperous, individual civilization. Brazilian culture is greatly recognized for its warmth, candidness and rhythmic events like the festival of Carnival. “ As Catholicism is the predominant religion in Brazil, many of these events have a strong Catholic influence.” (Doing Business in Brazil | Brazilian Social and Business Culture, 2009, p. 1).

The multiplicity of the Brazilian culture is additionally stressed by the widespread class variation, which pervades approximately each facet of the society. Brazilian companies have a tendency to maintain perpendicular hierarchies “ where managers at the top make most of the decisions.” (Doing Business in Brazil | Brazilian Social and Business Culture, 2009, p. 1). These points lean to be ruled by the male associates. However, women are gradually moving ahead in the employment of executive positions. Diversity in rank is still now very common in the Brazilian culture. Class is frequently grounded on financial position. The class discrimination in the arena of business is slight now.

Brazil’s economic scenario and cultural aspects are quite different than that of USA. To begin a business is the key step that an American organization appreciates. It automatically generates a connection of the fresher in American business arena with a multitude of already established American business personalities. The development of an aptitude to sense and observe

the behavior, notions of the business associates are important here. From the very initial contact with anybody in a wide range business in USA, there is supposed to be a considerate aim to study, that how the Americans perform in daily business conditions. It is based on the handling of as many customers one can manage at a time.

A fast and compact training to develop such approach is necessary. “ Training partners can be suppliers, business partners, people” (Baier, 2010) that a businessman meets on a trade conference. Even the telemarketers could be a source of such training. A specific sense of the work associates with whom one is dealing is also important. On the other hand, as a contrast to the American approach to business, Brazilians are more formal in their business associations. It is very important for a Brazilian to comprehend properly with whom they are making business, before they start to work jointly. They prefer formal meetings than other means of communication, especially when a new dealing is on process. Open criticism is not welcome in Brazil while making a business.

However, communication with the business associates can be made informally here. Brazilians are very particular in determining legal terms and conditions while doing a business deal (Brazil- Language, Culture, Customs and Etiquette. N. D.) Brazil and USA are not very much alike in the business arena. However, the great resources of Brazil have enabled it to strike business with the major economies of the world like USA.

References:

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