

The Cultures of International Business

Culture

a set of behaviors, values and attitudes associated with a particular group of people

Communication

the process by which ideas and information are exchanged; includes language, body language and facial expression, and eye contact and physical contact

Etiquette

the customary conduct which is considered polite among a particular group

Business Practices

the processes, procedures and rules used in business

Personal Space

the immediate space surrounding an individual making them feel comfortable and safe

Cleanliness

being free of dirt

Neatness

being orderly

Sociability

the tendency to enjoy companionship and be pleasant, friendly and agreeable

Hierarchical System

a system in which people, groups or things are ranked one above another

Machismo

the term used for masculinity in Latin America

Abrazo

the term used for an embrace in Latin America; used in personal greetings in Latin America

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Bon Appétit

the term used to begin a meal by the host in France

Pofta Buna

the term used to begin a meal by the host in Romania

Indirect Eye Contact

looking at someone's forehead or shoulders rather than at the eyes

Collectivist Culture

a culture which stresses interdependence and gives priority to group welfare

Individualist Culture

a culture which stresses independence and give priority to individual welfare

Emirate

a government in which the power is in the hands of the emir (ruler of a Muslim state)

Shura

a term describing a decision made by the group in order to form the best decision

Nonverbal Signal

any motion or cue which communicates without the use of words

“Family Style” Meal

a meal with many public plates for parties to share; common in many East Asian countries

U.S. Department of State

the agency with which one should register before traveling abroad; compiles country-specific information for travelers and issues travel alerts and warnings

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Passport Book

an internationally recognized travel document valid for international travel by air, sea or land

Passport Card

an internationally recognized travel document valid only for travel to Canada, Mexico, the Caribbean and Bermuda at land border crossings or sea ports-of-entry

Visa

a travel document needed only for travel to some countries which is placed in a travelers passport book verifying the proper authorities have examined and approved travel to the country of issue

Import Restrictions

rules dictating the items not allowed to be brought into a country by a traveler