

1. Record Nr.	UNINA9910826243003321
Autore	Gesteland Richard R
Titolo	Cross-cultural business behavior : negotiating, selling, sourcing and managing across cultures // Richard R. Gesteland
Pubbl/distr/stampa	[Copenhagen, Denmark], : Copenhagen Business School Press, c2005
ISBN	87-630-9969-1
Edizione	[4th ed.]
Descrizione fisica	1 online resource (351 p.)
Disciplina	395.52
Soggetti	Business etiquette Export marketing Intercultural communication Negotiation in business National characteristics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [345]-351).
Nota di contenuto	Cross-Cultural Business Behavior -- Table of Contents -- Foreword to the Fourth Edition -- Introduction -- Part One -- 1. Patterns of Cross-Cultural Business Behavior -- Two Iron Rules of International Business -- 2. The "Great Divide" Between Business Cultures -- Making Initial Contact -- The Indirect Approach -- Pulling "guanxi" -- Case 2.1: "Exporting to Taiwan: Guanxi in Action" -- But What If You Are the Buyer? -- Dealing in Dhaka -- 3. Deal First or Relationship First? -- Getting to Know Each Other -- You Need to Develop a Personal Relationship -- Bureaucracy in RF Markets -- The Continuing Importance of Face-to-Face Contact -- Case 3.1: "Getting Paid in Malaysia" -- The Role of the Contract -- 4. Communicating Across The Great Divide -- Harmony vs Clarity -- Case 4.1: "Bilingual Labels" -- Nonverbal Negatives -- The Myth of the "Inscrutable Oriental" -- Communication and "Face" -- Miscommunication Across Cultures -- "Low-Context" and "High-Context" Communication -- Case 4.2: "The Reluctant Messenger" -- "Telling It Like It Is" vs. "Saving Face" -- Two Different Meanings of "Sincerity" -- 5. Formal vs. Informal Business Cultures -- Culture Clash in Germany -- Case 5.1: "How to Insult a Mexican Customer" -- Showing Respect to the Customer -- Hierarchies

and Status in Asia -- Case 5.2: "How to Insult an Egyptian Customer" -- Showing Respect in Asia -- Nonverbal Ways of Showing Respect -- Status Barriers -- Case 5.3: "Women in International Business" -- The Gender Barrier -- Case 5.4: "Sourcing in Seoul" -- The Youth Barrier -- How to Overcome the Youth Barrier with Hierarchical Buyers -- Other Status Factors -- 6. Time and Scheduling -- Europe: The North/South Divide -- Where the Clock Slows Down -- Case 6.1: "Waiting in Rome I" -- "Waiting in Rome II" -- It's about Time ... -- Polychronic Culture Shock -- Monochronic Culture Shock.

Case 6.2: "Waiting in New Delhi" -- Punctuality -- Agendas: Fixed vs Flexible -- Schedules and Deadlines -- 7. Nonverbal Business Behavior -- Expressive vs. Reserved Cultures -- Case 7.1: "Baffled in Bangkok" -- Paraverbal Negotiating Behavior: Vocal Volume and Inflection -- Paraverbal Negotiating Behavior: The Meaning of Silence -- Paraverbal Behavior: Conversational Turn-taking vs Conversational Overlap -- The Four Key Elements of Nonverbal Negotiating Behavior -- Distance Behavior: The "Space Bubble" -- Space: When Worlds Collide -- How Touching! -- Touching: How? -- Touch Behavior: Shaking Hands Across Cultures -- The Eyes Have It -- Eye Contact in Expressive Cultures -- Eye Contact in the Pacific Rim -- Body Stance and Eye Contact -- Nonverbal Communication: Kinesics -- Facial Expression: Raised Eyebrows -- Ambiguous Gestures -- The Cultural Relativity of Business Behavior -- 8. Global Business Protocol and Etiquette -- Case 8.1 : "A Slip of the Tongue" -- Patterns of International Business Protocol -- Meeting Protocol: Dress Code -- Meeting Protocol: Punctuality -- Nonverbal Greetings: Handshake, Bow, Salaam, Namaste or Wai? -- Nonverbal Greetings. Kissing: Hand, Cheek, Lips ... Or None of the Above? -- Meeting Protocol: Forms of Address -- Verbal Greetings -- Meeting Protocol: Exchanging Business Cards -- Giving and Receiving Gifts -- Business Gifts -- Hostess Gifts: Europe -- Meeting Protocol: Refreshments -- Wining and Dining -- 9. Culture, Corruption and Bribery -- The Downside of Bribing Officials -- Poverty and Corruption -- Bureaucratic Red Tape Breeds Corruption -- Case 9.1: "Using Your Clout" -- Offer Legal Travel Perks and Favors -- Be Creative -- Case 9.2: "Using Your Head" -- Culture and Corruption -- Relationship-Focused Cultures: The Importance of Contacts -- Case 9.3: "Using Your Contacts".

Case 9.4: "Building Effective Relationships." -- Case 9.5: "Building Effective Relationships II." -- Polychronic Cultures: The Meaning of Time -- Case 9.6: "Hands Up! Your Money or Your Time" -- Hierarchical Cultures: Status, Power and Respect -- Case 9.7: "To Solve Your Problem, Go to the Top of the Hierarchy" -- Case 9.8: "When It Is Not Easy to Get to the Boss" -- Case 9.9: "Going All the Way to the Top" -- Case 9.10: "Life and Death in Delhi" -- 10. Selling Across Cultures -- Consumer Goods: Food and Beverages -- Disaster at Euro Disney -- Marketing the Big Mac -- Chocolate -- Coffee -- Milk -- Coca-Cola -- Beer -- There's No Accounting for Taste -- A Chacun Son Gout (To Each His Own) -- The Name Game -- Globalize ... or Localize? -- Part Two Forty Negotiator Profiles -- Group A Relationship-Focused - Formal - Polychronic - Reserved -- The Indian Negotiator -- Communicating with Indians during a Negotiation -- Indian Body Language -- Indian Business Protocol -- Indian Negotiating Behavior -- The Bangladeshi Negotiator -- Bangladeshi Protocol and Etiquette -- Negotiating in Myanmar: The Burmese Negotiator -- Burmese Business Protocol and Etiquette -- The Cambodian Negotiator -- Cambodian Business Protocol and Etiquette -- Cambodian Negotiating Behavior -- The Laotian Negotiator -- Laotian Business Protocol and Etiquette -- Laotian Negotiating Style -- The Vietnamese Negotiator -- Vietnamese

Business Protocol and Etiquette -- The Vietnamese Negotiating Style -- The Thai Negotiator -- Thai Negotiating Behavior -- Thai Business Protocol and Etiquette -- The Malaysian Negotiator -- Malaysian Nonverbal Communication -- Malaysian Business Protocol and Etiquette -- Malaysian Negotiating Behavior -- The Indonesian Negotiator -- Indonesian Nonverbal Behavior -- Indonesian Business Protocol -- Indonesian Negotiating Behavior -- The Filipino Negotiator. Filipino Nonverbal Communication -- Filipino Business Protocol -- Filipino Negotiating Style -- Group B Relationship-Focused - Formal - Monochronic - Reserved -- The Japanese Negotiator -- Japanese Business Protocol -- The Chinese Negotiator -- Chinese Nonverbal Communication -- Chinese Business Protocol -- Chinese Negotiating Behavior -- The South Korean Negotiator -- South Korean Paraverbal and Nonverbal Communication -- South Korean Business Protocol -- South Korean Negotiating Style -- The Singaporean Negotiator -- Singaporean Business Culture -- Singaporean Verbal Communication -- Singaporean Paraverbal Communication -- Singaporean Nonverbal Communication -- Singaporean Business Protocol -- Group C Relationship-Focused - Formal - Polychronic - Expressive -- The Arab Negotiator -- Communicating with Arabs -- Arab Verbal Language -- Arab Nonverbal Language -- Arab Orientation to Time -- Arab Hierarchy, Status and Honor -- Arab Business Protocol and Etiquette -- Arab Negotiating Behavior -- The Egyptian Negotiator -- Egyptian Verbal Communication -- Egyptian Nonverbal Communication -- Egyptian Business Protocol -- The Turkish Negotiator -- Turkish Business Communication -- Turkish Nonverbal Communication -- Turkish Hierarchies, Status and Gender -- Turkish Time and Scheduling -- Turkish Business Protocol and Etiquette -- Turkish Negotiating Behavior -- The Greek Negotiator -- Greek Nonverbal Communication -- Greek Business Protocol -- The Brazilian Negotiator -- The Mexican Negotiator -- Mexican Nonverbal Behavior -- Mexican Business Protocol -- Mexican Negotiating Behavior -- Group D Relationship-Focused - Formal - Polychronic - Variably Expressive -- The Russian Negotiator -- Russian Business Protocol and Etiquette -- Russian Negotiating Style -- The Polish Negotiator -- Polish Paraverbal and Nonverbal Behavior.

Polish Business Protocol and Etiquette -- Polish Negotiating Behavior -- The Romanian Negotiator -- Romanian Expressive Paraverbal and Nonverbal Behavior -- Romanian Business Protocol and Etiquette -- Romanian Negotiating Behavior -- The Slovak Negotiator -- Group E Moderately Deal-Focused - Formal - Variably Monochronic - Emotionally Expressive -- The French Negotiator -- French Negotiating Style -- French Business Protocol and Etiquette -- The Belgian Negotiator -- Belgian Nonverbal Communication -- The Italian Negotiator -- Italian Nonverbal Communication -- Italian Business Protocol and Etiquette -- The Spanish Negotiator -- Spanish Nonverbal Communication -- Spanish Business Protocol -- The Hungarian Negotiator -- Hungarian Paraverbal and Nonverbal Behavior -- Hungarian Business Protocol and Etiquette -- Hungarian Negotiating Style -- Group F Moderately Deal-Focused - Formal - Variably Monochronic - Reserved -- Negotiating Behavior in the Baltic States -- Baltic Negotiating Behavior -- Baltic Paraverbal and Nonverbal Communication -- Baltic Business Protocol and Etiquette -- Group G Deal-Focused - Moderately Formal - Monochronic - Reserved -- The British Negotiator -- British Nonverbal Communication -- British Business Protocol -- British Social Etiquette -- British Negotiating Style -- The Irish Negotiator (Eire: Republic of Ireland) -- Irish Business Protocol -- Irish Social Etiquette -- Irish Negotiating Behavior -- The

Danish Negotiator -- Emotionally Reserved Communication Style --
Danish Business Protocol -- Danish Negotiating Behavior -- The
Norwegian Negotiator -- The Norwegian Emotionally Reserved
Communication Style -- Norwegian Business Protocol and Etiquette --
Norwegian Negotiating Behavior -- The Swedish Negotiator -- The
Swedish Emotionally Reserved Communication Style -- Swedish
Nonverbal Language.
Swedish Business Protocol and Social Etiquette.
