



International Business

Chapter 3 Cultural Influences on Business

(a) body language, (b) class system, (c) collectivism, (d) culture, (f) ethnocentrism, (g) extended family, (h) individualism, (i) nonverbal communication, (j) nuclear family, (k) subculture.

1. _____ A system of learned, shared, unifying, and interrelated beliefs, values, and assumptions.
2. _____ Nonverbal communication involving facial expressions, upper, and lower body movements, and gestures.
3. _____ Consists of parents(s), children, and other relatives.
4. _____ Communication that does not involve the use of words.
5. _____ The belief that the group is more important than the individual.
6. _____ Consists of parent(s) and unmarried children living at home.
7. _____ The belief in the individual and her or his ability to function relatively independently.
8. _____ The belief that one's culture is better than other cultures.
9. _____ A subset or part of a larger culture.
10. _____ A means of dividing the members of a cultural group into various levels.

Reviewing your Reading

1. What is culture?
2. How is a subculture different from a culture?
3. How is the U.S. business subculture different from the general U.S. culture? the business subcultures of other countries?
4. How do cultures and subcultures influence the transaction of business?
5. Why should you study the cultures and subcultures of other countries?
6. How does social organization influence general cultures?

- 7. What language, if any, is most useful for international business purposes? Why?
- 8. How is nonverbal communication different from other forms of communication?
- 9. What are five important value categories that differ from culture to culture?
- 10. Why do people and business need to make adjustments for cultural differences?



U.S. Sub Cultures

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Sub Culture Around The World

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

