

Chapter 16 Culture and Diversity in Business

Section 16.1 Culture in Business

Section Summary with Key Terms and Academic Vocabulary

Culture in Business Culture is the beliefs, customs, and attitudes of a distinct group of people. It can refer to an entire country or ethnic group as well as to a specific social group or institution. As companies trade globally, they must be aware of different cultural and business practices and etiquette. Each country has its own rules for etiquette, business customs, and personal interaction. Companies that are culturally aware are better able to market products globally. Cultural differences are also present in the workplace. Just as each country has its own culture, each corporation has its own culture. A company's corporate culture is its shared values, beliefs, and goals.

Key Terms _____

culture The beliefs, customs, and attitudes of a distinct group of people

business etiquette Conduct that is considered socially acceptable in business

corporate culture A company's shared values, beliefs, and goals

hierarchy A formal chain of command with one person at the top who makes all the decisions

bureaucracy Formal organization with several levels of management

Academic Vocabulary _____

distinct Distinguishable to the eye or mind as discrete; separate

ethnic Of or relating to large groups of people classed according to common racial, national, tribal, religious, linguistic, or cultural origin or background

region A broad geographic area distinguished by similar features

tradition An inherited, established, or customary pattern of thought, action, or behavior