

# Chapter 16 Culture and Diversity in Business

## Section 16.1 Culture in Business

### Reading Activity—Make a List

**Directions** Read the excerpt about business etiquette and think about the things a successful entrepreneur might need to consider before conducting business in another country. On the lines provided, make a list of five to ten questions entrepreneurs could ask as they prepare for international trade. If necessary review the content under the heading “Culture in a Global Economy.”

Business etiquette is conduct that is considered socially acceptable in business. It differs from country to country. For example, in the United States, receiving a gift from a potential business partner could be seen as a bribe. In Japan, it is customary to give gifts, and there are many rituals involved. Before doing business in India, it is customary to have tea. In Mexico, throwing documents on a table during a meeting is considered an insult.

Many companies avoid cultural problems by hiring local managers in other countries. Some also prepare their own managers to live and work abroad. As more companies trade globally, there is an increased demand for people who have studied other languages and cultures.

### Questions About Business Etiquette and Doing Business Abroad

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