



Cultural problems and their influence on negotiations

By René Sternberg

GRIN Verlag Okt 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay aus dem Jahr 2006 im Fachbereich Politik - Politische Systeme - Allgemeines und Vergleiche, Note: 1,5, , Veranstaltung: Collision of Culture, Sprache: Deutsch, Abstract: The book Japan and European Union shows a lot of examples of institutions where Europeans have contact to Japanese. The author mentions a language barrier between both regions of the world but he does not describe what is behind the negotiation in international institutions. I think you can not solve problems together on an international level without knowledge of the other culture and the possible problems during negotiations. That is the reason why I will write about cultural problems between different cultures during negotiations. Furthermore, I will describe the possible reasons for distinctive behaviour of a culture. As example I have chosen America, Japan and Germany. America because this country represents the strongest economy and the American culture is something like a symbol of world wide mass culture. Japan is interesting because it is totally different to the American style of culture and it is a good example to show more deeply...



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