

# CULTURAL APPROACHES / STYLES

## JAPANESE

TO HIDE EMOTIONS / ESTABLISH FEELINGS OF HARMONY AND KINDNESS / NO PHYSICAL CONTACTS / FORMALITY / TO THINK BEFORE ANSWERING / IMPORTANCE OF SILENCE / LONG TERM RELATIONSHIP IS IMPORTANT / HIERARCHY / FACE-SAVING IMPORTANT

## CHINESE

MOODY / NO PHYSICAL CONTACTS / TO HIDE EMOTIONS, PASSIVE APPEARANCE / NO RUSH / DETAILS ARE VERY IMPORTANT / DECISION PROCESS VERY BUREAUCRATIC / CIRCULAR TIRING NEGOTIATION / FACE-SAVING VERY IMPORTANT

## AMERICAN / CANADIAN

IMPERSONAL / OUTCOME MORE IMPORTANT THAN EMOTIONS / VERY FRANK AND OUTSPOKEN / FACE-SAVING LESS IMPORTANT / CONVIVIAL SIDE EVENTS APPRECIATED / PHYSICAL CONTACTS ACCEPTED / ROLE OF WOMEN VALUED / TO ANSWER AS QUICKLY AS POSSIBLE, LOOKING IN THE EYES / LOGIC MORE IMPORTANT THAN EMOTIONS / TIME IS MONEY / FAIRNESS IS CRUCIAL / JURIDICAL APPROACH / ONLY WRITTEN ENGAGEMENTS COUNT / NOT VERY AWARE OF CULTURAL DIVERSITY / SILENCE NOT LIKED /

## ARAB

FORMAL, POKER FACE / FACE-SAVING CRUCIAL / WOMEN SIDELINED / REFERENCE TO RELIGION / PHYSICAL CONTACTS COMMON / NO IRONY / NO RUSH, PRELIMINARIES IMPORTANT / INTERPERSONAL RELATIONS ABSOLUTELY CRUCIAL / TO BARGAIN IS BELOVED

## **ITALIAN**

THEATRICALITY, OVERSTATEMENT / SOFT APPEARANCE / READY TO TAKE INTO ACCOUNT INTERESTS OF THE OTHER SIDE / ATMOSPHERE IMPORTANT / INTERPERSONAL RELATIONS RELEVANT/ SOFT HIERARCHY / PRACTICAL EXPERIENCE IS VERY VALUED

## **FRENCH**

ACCURACY / CLEAR-CUT AND RATIONAL APPROACH / A BIT INTOLERANT AND IMPATIENT / BUT NOT SUSCEPTIBLE OR OVERSENSITIVE / HARD METHOD / NO BLUFF

## **GERMAN**

KIND, FORMAL AND EXTREMELY SERIOUS / NO JOKES ( NORTH GERMANY) / RESULT ORIENTED / VERY WELL PREPARED / CLARITY AND ACCURACY / GENERIC ANSWERS NOT LIKED / EMOTIONS CONTROLLED / STRICT HIERARCHY /