



A Comparison of the U.S.- American and German Culture by one Aspect of Trompenaars "Model of Culture"

By Marvin Brucker

GRIN Verlag GmbH Mrz 2015, 2015. Taschenbuch. Book
Condition: Neu. 211x151x4 mm. Neuware - Seminar paper from
the year 2013 in the subject Business economics - Miscellaneous,
grade: 1,7, University of applied sciences, Duisburg (FOM
Duisburg), course: 4. Semester, language: English, abstract: Due
to the progressing globalization, characterized by
improvements in communication technologies, rising trends to
multicultural departments and the use of lower labor costs, the
'understanding of multiculturalism is needed more than
anything else'. This understanding is 'for instance, a prerequisite
to the effective entry into new markets and new countries,
whether by establishing licenses, setting up new subsidiaries,
merger, takeover, or setting up co-operative or joint-ventures.'
Goal of this paper is to show Trompenaars model of culture,
explain the dimension universal-ism versus particularism and
work out differences and similarities between two cultures, the
German and the U.S.-American culture, referring to the chosen
dimension. First of all, Trompenaars model of culture is shown
and explained roughly. Afterwards the author is enumerating
the seven dimensions. One chosen dimension will be worked out
in detail, to use it for a comparison then. In the comparison the
author shows different surveys and results to validate the
cultural dimension and the corresponding assumptions....



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