

# Table of contents

<b>Foreword</b> .....	7
<b>Introduction. Business cultures: a practical model</b> .....	9
<b>ANGLO-SAXON BUSINESS CULTURE</b> .....	17
<b>American business culture</b> .....	23
→ Doing business in the US takeaways.....	26
<b>British business culture</b> .....	29
→ Doing business in the UK takeaways.....	32
<b>German business culture</b> .....	35
→ Doing business in Germany takeaways.....	38
<b>Scandinavian and Dutch business cultures</b> .....	40
→ Doing business in Scandinavia and the Netherlands takeaways.....	43
<b>LATIN BUSINESS CULTURE</b> .....	45
<b>Brazilian business culture</b> .....	51
→ Doing business in Brazil takeaways.....	54
<b>French business culture</b> .....	56
→ Doing business in France takeaways.....	59
<b>Italian business culture</b> .....	61
→ Doing business in Italy takeaways.....	64
<b>Mexican business culture</b> .....	66
→ Doing business in Mexico takeaways.....	69
<b>Business culture in Spain and Hispanic America</b> .....	71
→ Doing business in Spain and Hispanic-America takeaways.....	74

<b>ASIAN BUSINESS CULTURE</b> .....	77
<b>Chinese business culture</b> .....	87
→ Doing business in China takeaways .....	94
<b>Indian business culture</b> .....	97
→ Doing business in India takeaways .....	102
<b>Indonesian business culture</b> .....	104
→ Doing business in Indonesia takeaways .....	108
<b>Japanese business culture</b> .....	111
→ Doing business in Japan takeaways .....	115
<b>Korean business culture</b> .....	118
→ Doing business in Korea takeaways .....	121
<b>Thai business culture</b> .....	123
→ Doing business in Thailand takeaways .....	126
<b>SLAV BUSINESS CULTURE</b> .....	129
<b>Polish business culture</b> .....	135
→ Doing business in Poland takeaways .....	138
<b>Russian business culture</b> .....	140
→ Doing business in Russia takeaways .....	143
<b>OTHER BUSINESS CULTURES</b> .....	147
<b>Arab business culture</b> .....	149
→ Doing business in the Arab countries takeaways .....	153
<b>Business culture of sub-Saharan Africa</b> .....	155
→ Doing business in sub-Saharan Africa takeaways .....	160
<b>Turkish business culture</b> .....	163
→ Doing business in Turkey takeaways .....	166
<b>Conclusion</b> .....	168
<b>Acknowledgements</b> .....	169
<b>Biography</b> .....	170