



Analysis of Cultural Differences and their Effects on Marketing Products in the United States of America and Germany with a Focus on Cultural Theories of Hall and Hofstede

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Grin Verlag Nov 2012, 2012. Taschenbuch. Book Condition: Neu. 211x146x10 mm. This item is printed on demand - Print on Demand Titel. Neuware - Bachelor Thesis from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1.7, University of Applied Sciences Essen, course: Analysis of Cultural Differences and their Effects on Marketing Products in the United States of America and Germany with a Focus on Cultural Theories of Hall and Hofstede, language: English, abstract: This thesis aims at analysing cultural differences and their effect on marketingproducts internationally. The United States of America and Germany are used toexemplify this issue. Today s science provides numerous approaches to makingcultural differences visible and tangible. All of these solutions and dimensionsgive companies, and people in general, a guide to becoming aware of and understanddifferences and how to cope with them appropriately. Trompenaars, a famous consultant for intercultural communication, uses the allegoryof a fish and its habitat, water, to explain the characteristics of culture: Afish only discovers its need for water when it is no longer in it. 2 Accordingly,culture can be seen as the substance that surrounds a human being and makes himunable to distinguish between different and...



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