International Business

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Cultural understanding is the topmost priority from Business Viewpoint. There is a huge cultural difference between America and the other three countries researched for the sake of this assignment. In the Middle East, there are a variety of religions, huge economic differences and different sets and subsets of religions, which make it complex to understand. Trust holds high significance and they expect the businessperson to demonstrate several Middle Eastern Manners such as showing respect towards major festivals, adjusting English language competency, etc. Doing business in Asia is also focused on making relationships, establishing long-term foundations, assessing trust instead of capabilities, change slowly, emphasize on body language, gestures, and facial expressions, and making formal introductions, etc. Latin Americans do not appreciate if US-Americans only use term American for themselves. While doing business with Latin Americans, it is essential to demonstrate the importance of meetings rather than time, one must arrive late for parties and social gatherings, men must expect “abrazo” followed by a shaking hand. In addition, being aware of the non-verbal signs, being humble and dressing up for business.

In order to facilitate collaboration across different cultures, there must be a clear goal for collaboration and different strategies can be adopted such as opening up communication channels, hiring people having vast cultural knowledge, developing the skills of emotional intelligence, and effective teamwork strategies. Communication involving both verbal and non-verbal communication is should also be key consideration (“Communicate effectively with culturally diverse persons - Communicate effectively with culturally diverse persons,” n.d.). Leadership is needed at this stage to deal with these cultural considerations. US management style may not be appropriate in all the cases; it can result in barriers in understanding and communication that will affect the success of multicultural teamwork negatively.

The economy of the Middle East is diverse and national economies of countries range from free-market and socialist economy. In Asia, different countries have their own economic systems and Latin America has a free market economy. Cultural collaboration is beneficial for the business and the developing economy of these countries persuade to move business plan to these nations.

# References

Communicate effectively with culturally diverse persons - Communicate effectively with culturally diverse persons. (n.d.). Retrieved May 29, 2019, from https://sielearning.tafensw.edu.au/MCS/9362/Sterilisation%20disk%203/lo/7373/7373\_00.htm