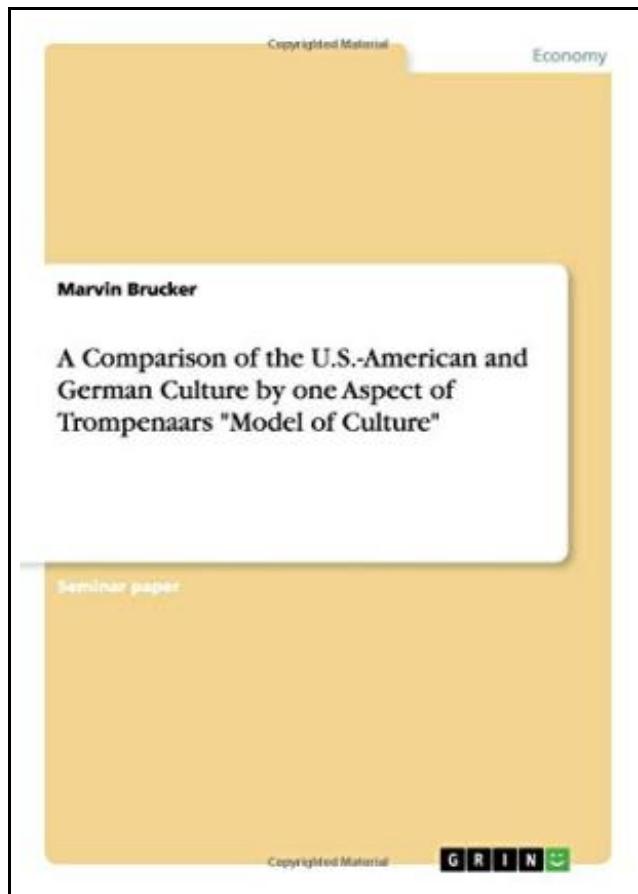


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GRIN Verlag GmbH Mrz 2015, 2015. Taschenbuch. Book Condition: Neu. 211x151x4 mm. Neuware - Seminar paper from the year 2013 in the subject Business economics - Miscellaneous, grade: 1,7, University of applied sciences, Duisburg (FOM Duisburg), course: 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. The paper ends with summarizing the critical remarks towards Trompenaars work, cultural theories in general and a short opinion from the author himself. 20 pp. Englisch.



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