Case Analysis 2

Introduction

**Key problem:** Failure in cross cultural communication

**Thesis statement:** Following case analysis will provide the reasons of failure in cross cultural communication and then it will focus on the possible solutions with one being the most feasible powered by the recommendations.

Summary

George, American businessman, visited the trade fair in china where he became interested in the company owned by Mr. Li as his company was very responsive. He tried to have a meeting soon before leaving the China but Mr. Li was busy for a week. Mr. Li replied formally to George that he will be busy for next week but George made him casually convinced. Next day, George reached for meeting and found him busy and then Mr. Li had left when George came back. **Therefore, George and Li failed to communicate because they belonged to two different cultures and could not understand the norms and values.**

Reasons

Failure in cross cultural communication often takes place. Firstly, they have different norms and values. Attending assigned appointments may be more significant for one person than any other important work. Secondly, interpretation of language is different for people with different cultures.