**NANYANG TECHNOLOGICAL UNIVERSITY**

**School of Humanities & Social Sciences Language & Communication Centre HW0310 Professional Communication**

**Tutorial Group:** Y01 **Day/Time**: Tues, 2:30pm

# Group members’ names: FU YI, ISAAC SEAH ZHE HAO, XU HENGJIE, CHEN XINGZE, CHEN HAIHONG

**Topic**: Inter-cultural Communication in Workplace

**Case study**: The Failure of Daimler – Chrysler Merger

**Source of case study**: http://www.economist.com/node/341352

**Problem**: In 1998, two of the world’s most profitable car companies, Daimler-Benz and Chrysler embarked on a cross-border deal in the hope of producing synergy. However, just two years after the merger, DaimlerChrysler was struggling with a more than 40% drop in its share price. The merger eventually came to a halt in 2007 through the Cerberus Capital Management’s acquisition of an 80.1 percent stake in Chrysler. The failure was largely attributable to the bad communication as a result of cultural mismatch.

**Purpose**: To analyze the problem. To gain insights which are applicable to working in global firms in Singapore from the case study.

**Questions to address in the oral presentation**:

* 1. What is inter-cultural communication and its importance in workplace?
  2. What are the problems with DaimlerChrysler?
  3. How did the conflict arise in the Daimler-Chrysler case?
  4. What are the solutions to poor inter-cultural communication?
  5. What lessons can we learn from this case and how can we implement it in global firms in Singapore?