



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

By Matthias Boeing

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 marketing products internationally. The United States of America and Germany are used to exemplify this issue. Today's science provides numerous approaches to making cultural differences visible and tangible. All of these solutions and dimensions give companies, and people in general, a guide to becoming aware of and understand differences and how to cope with them appropriately. Trompenaars, a famous consultant for intercultural communication, uses the allegory of a fish and its habitat, water, to explain the characteristics of culture: A fish 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 him unable to distinguish between different and...

Reviews

This publication may be really worth a go through, and a lot better than other. It really is written in simple terms and never difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Natalie Abbott**

This book will not be simple to get going on reading but extremely exciting to read through. Yes, it can be playful, still an interesting and amazing literature. I am very easily could possibly get a delight of reading a written book.

-- **Rene Olson**