# Mohammed Taabish

**Roll no. 05 | MA (Communication and journalism)**

**Interculture communication**

**Topic – Cross Culture Business Negotiations**

**Department of Communication and Journalism, Mumbai University (2018)**

**Aim:**

* Studying the business transaction done across countries which have different cultures.
* Problem people face’s when having Negotiation with different culture people.
* Dealing with this situation to successfully tackle this business deal.
* Studying the behavior of the different people with different culture.

**Introduction’s:-**

The world have become a global market where the business is not only been done within the boundries but also it has been traded across countries.People who are doing their business can expand and reach their product of commodities in various different countries respecting to their law and paying their countries taxes.The people belonging to the different countries not only follow the different language but also the different form of living their life and doing their business.The use of the language not only be always been same and understandable but also sometime its become hrd for the people to have a good deal with the people speaking different language.To have a successful business deal the important factor which help the trader is to get a good deal

Is to generate huge amount of profit from this trade.Doing business internally within the boundaries can be done easily as most of the people have one common language and this help them to easily talk and negotiate with the traders.The cultural difference is their within the boundaries but in most of the case the deal of doing the business is not hard to have than having the culture difference outside the country boundaries . The behavior of the person depend upon the condition they have been brought up by the people they been living with and the society which they have been living in.**When managing cross-cultural communication in business negotiations, avoid the common tendency to give too much weight to cultural stereotypes. (shouk, 2018)** When preparing for cross-cultural communication in business negotiations, we often think long and hard about how our counterpart’s culture might affect what he says and does at the bargaining table.That’s completely understandable, research suggests. The effectiveness of your communications with a negotiation counterpart may have a stronger impact on your results in cross-cultural negotiations than in same-culture negotiations, according to research published in the Journal of Applied Psychology by Leigh Anne Liu of Georgia State University, Chei Hwee Chua of the University of South Carolina, and Günter K. Stahl of the Vienna University of Economics and Business.The people doing Business usually into earing profits from their goods which they have sold to the buyer.This help the country to stabalise their economy.Country which export their goods and commodities more than the import of the goods and commodities which all over increase the country economy.

**2.Abstract:-**

The main income of the majority of the people living in the business is to do business of trading their goods and commodities from one person to another in return of moneys they have deal in,the trasaction of the goods can be categorise into raw material,unfinished goods and finish goods.Rights of trading the raw material to the another trader to convert that goods in semi-finish goods or into finished goods.While trading the goods from one person to another,the important factor that depend on overall of the good business to to bargain the product while dealing with the traders. The use of the skills and the technique which has been taught by their elders of through education is use by the people when dealing with the person having the business deal.The culture play an separate role in getting the peoduct been traded by the dealer to the buyer or to the consumer.Trade done internally is easy to deal with as the culture of the people living in the countries have same mindset and know the nature of the people living in the society.however the use of the cuture is different in the countries whre it has been traded outsde the boundaries where the buyer and seller both have the different culture and different mindset in dealing the product.this help the the people to deal with the people around the countries to trade different than the the people living outside the countries.the role of the people living in the same society have easier talk and culture than the people living outside the countries.

**Rol:-**

1. **What Cultural, Critical and Communication Might Mean—And Why Cultural Studies Is a Bit Like Rave Culture** (Hesmondhalgh, 2013)

Responding to the editor's request for reflections on the key terms in the title of this journal, this somewhat autobiographical and possibly self-indulgent piece reflects on their changing meanings and on the ways in which cultural studies has changed and declined since the early 1990s. Cultural studies, the piece asserts, is a bit like rave culture, because like that subcultural formation of music and dance, it was big and quite innovative in the 1990s, but lost its edge in the twenty first century – although interesting offshoots continue beyond the places where it ‘originated’. The piece also suggests some reasons for the decline of culturalstudies. More importantly, it tries to understand the term ‘critical’ via politics. It expresses some preferences, in terms of what constitutes good critical writing, and outlines some key elements of good critical analysis of culture.

# Connecting the Disconnected: Balkan Culture Studies (tandfonline, 2013)

This article looks at the emergence and potentials of a Balkan cultural studies. This argue that the productivity of a Balkan cultural studies lies in its willingness to engage with popular culture as a very real political force in the revolutionary transformations from the 1980s on. Some recent cultural developments are presented here to show how the mix of culture and cultural studies contributes to the political relevance and academic vibrancy of Balkan cultural studies, which captures the imagination of students in the region precisely because of its engaged character and its contemporary relevance.

1. **How cultural differences impact international business in 2017** (Reynolds, 2016)

As companies continue to expand across borders and the global marketplace becomes increasingly more accessible for small and large businesses alike, 2017 brings ever more opportunities to work internationally.

Multinational and cross-cultural teams are likewise becoming ever more common, meaning businesses can benefit from an increasingly diverse knowledge base and new, insightful approaches to business problems. However, along with the benefits of insight and expertise, global organizations also face potential stumbling blocks when it comes to culture and international business.

While there are a number of ways to define culture, put simply it is a set of common and accepted norms shared by a society. But in an international business context, what is common and accepted for a professional from one country, could be very different for a colleague from overseas. Recognizing and understanding how culture affects international business in three core areas: communication, etiquette, and organizational hierarchy can help you to avoid misunderstandings with colleagues and clients from abroad and excel in a globalized business environment.

1. **Communication**

Effective communication is essential to the success of any business venture, but it is particularly critical when there is a real risk of your message getting “lost in translation.” In many international companies, English is the de facto language of business. But more than just the language you speak, it’s how you convey your message that’s important. For instance, while the Finns may value directness and brevity, professionals from India can be more indirect and nuanced in their communication. Moreover, while fluent English might give you a professional boost globally, understanding the importance of subtle non-verbal communication between cultures can be equally crucial in international business.

What might be commonplace in your culture — be it a firm handshake, making direct eye contact, or kiss on the cheek — could be unusual or even offensive to a foreign colleague or client. Where possible, do your research in advance of professional interactions with individuals from a different culture. Remember to be perceptive to body language, and when in doubt, ask. While navigating cross-cultural communication can be a challenge, approaching cultural differences with sensitivity, openness, and curiosity can help to put everyone at ease.

“There is an atmosphere of understanding and support at Hult. Everyone has this respect and curiosity for all the cultural and personal differences between us. This environment encourages everyone to strive for excellence.”

At Hult, we’re fortunate to have a student body made up of over 130 different nationalities. With the opportunity to study alongside peers from all corners of the globe, building cross-cultural communication skills is at the core of our business programs.

CAREERS

How cultural differences impact international business in 2017

Katie Reynolds Katie Reynolds, 2 years ago 5 min read

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A. Communication

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Tatiana Ufimtceva

Hult MBA Class of 2014

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Watch Hult Professor Jean Vanhoegaerden discussing why culture is important in international business:

**B. Workplace etiquette**

Different approaches to professional communication are just one of the innumerable differences in workplace norms from around the world. CT Business Travel has put together a useful infographic for a quick reference of cultural differences in business etiquette globally.

For instance, the formality of address is a big consideration when dealing with colleagues and business partners from different countries. Do they prefer titles and surnames or is being on the first-name basis acceptable? While it can vary across organizations, Asian countries such as South Korea, China, and Singapore tend to use formal “Mr./Ms. Surname,” while Americans and Canadians tend to use first names. When in doubt, erring on the side of formality is generally safest.

The concept of punctuality can also differ between cultures in an international business environment. Different ideas of what constitutes being “on time” can often lead to misunderstandings or negative cultural perceptions. For example, where an American may arrive at a meeting a few minutes early, an Italian or Mexican colleague may arrive several minutes — or more — after the scheduled start-time (and still be considered “on time”).

**C. Organizational hierarchy**

Organizational hierarchy and attitudes towards management roles can also vary widely between cultures. Whether or not those in junior or middle-management positions feel comfortable speaking up in meetings, questioning senior decisions, or expressing a differing opinion can be dictated by cultural norms. Often these attitudes can be a reflection of a country’s societal values or level of social equality. For instance, a country such as Japan, which traditionally values social hierarchy, relative status, and respect for seniority, brings this approach into the workplace. This hierarchy helps to define roles and responsibilities across the organization. This also means that those in senior management positions command respect and expect a certain level of formality and deference from junior team members.

However, Scandinavian countries, such as Norway, which emphasize societal equality, tend to have a comparatively flat organizational hierarchy. In turn, this can mean relatively informal communication and an emphasis on cooperation across the organization. When defining roles in multinational teams with diverse attitudes and expectations of organizational hierarchy, it can be easy to see why these cultural differences can present a challenge.

# How To Succeed In A Cross-Cultural Workplace (Clark, 2014)

We live in a more global society than ever; this morning, I did a [Google+ Hangout](http://youtu.be/ZOtIsTKwFf8) with a group of Kenyan Young Professionals, and two days ago, I started my day with a call to colleagues at [IE Business School](http://www.ie.edu/business-school/) in Madrid. But these cross-cultural conversations also give us more opportunities to misunderstand each other. “What it takes to be a global leader has changed completely over the last 15 years due to globalization,” says [Erin Meyer](https://twitter.com/ErinMeyerINSEAD), professor at the European [business](http://www.forbes.com/business/) school INSEAD and author of [*The Culture Map: Breaking Through the Invisible Boundaries of Global Business*](http://www.amazon.com/Culture-Map-Breaking-Invisible-Boundaries/dp/1610392507/ref=sr_1_1?s=books&ie=UTF8&qid=1403202364&sr=1-1&keywords=erin+meyer+culture+map).

In the recent past, she says, “most of us were working with clients and suppliers and employees from our own cultures, and today a large number of managers are working with individuals on a daily basis from around the world. But I saw that the discourse around how to work effectively hasn’t changed much.  We’re still stuck talking about management as if we were working in a mono-cultural world.” Indeed, when Meyer picked up a recent book about negotiation by an American author, the implicit assumption was that readers would be negotiating only with people from their own culture – a big mistake. Here are a few common places where communication breaks down, and ways you can keep the dialogue going.

1. **Barriers to Cross-Cultural Business Communication**

Cross cultural communication is defined by Gotland University as “a process of exchanging, negotiating, and mediating one's cultural differences through language, non-verbal gestures, and space relationships.”

In business, cross-cultural communication plays a critical role in successfully carrying out business with teams and stakeholders in other areas of the globe. When the communication is effective, everyone benefits from increased bandwidth, institutional knowledge, and competitive advantage. Ineffective communication however, can offend, confuse or send a misconstrued message which could lead to broken relations with customers, partners, vendors, and employees.

**Language Barriers:**A common cross cultural barrier in business communication is of course, language. Although English is regarded as the common international language of business, not every business globally uses English on a regular basis. Employees may have more difficulty when communicating in English, which can lead to misunderstandings when taking direction, understanding level of urgency and communicating issues or concerns. Never assume that because your instructions receive head nods. Check for real understanding by asking others to summarize what they just heard you say.

**Cultural Barriers:**Every culture has a different set of values, business ethics, accepted behavior and decorum− even different facial expressions and gestures. It is important to understand these differences – to show genuine respect for other cultural mores –when communicating with professionals from other cultures. For example, in the United States it is common for the speaker to share personal anecdotes to build audience rapport, but in other countries this is considered tiresome. Humor can be especially tricky to employ; better to be straightforward rather than run the risk that your joke may inadvertently embarrass or insult the listener.

1. **Patterns of Cross Cultural Business Behavior**

There are over 7,000 cultures all across the world. Each of them has different ideas and expectations when it comes to doing business.In order to properly and effectively help different cultures, the American business guru and consultant [Richard Gesteland](https://www.toolshero.com/toolsheroes/richard-gesteland/) analysed a unique set of expectations and assumptions from different countries and cultures. This makes it easier for people all around the world to conduct international business.Patterns of Cross Cultural Business Behavior are about interpreting human behavior, that varies from culture to culture. But that shouldn’t be an obstacle for trade and/or doing business with each other. By getting to know each other’s culture and letting go of stereotypes, organisations are more open to each other. [Richard Gesteland](https://www.toolshero.com/toolsheroes/richard-gesteland/)published his ideas in 1999 with his book Cross-cultural business behavior, and he’s been a keynote speaker to audiences all over the world.

## Doing business successfully:

Patterns of Cross Cultural Business Behavior contribute to bridging the cultural gap between countries, taking each other’s preferences into account and understanding where differences come from. But it’s impossible to have all relevant information about all cultures.As a researcher, [Richard Gesteland](https://www.toolshero.com/toolsheroes/richard-gesteland/) has accumulated 30 years of experience in understanding human behavior. He believes that thorough knowledge of every culture’s habits is helpful when building successful business relations in international business. Part of the activities of global companies and multinationals take place in different countries and are handled in different ways. They encounter differences in the legal system, low versus high production costs, different ways of interacting and different habits. Every country has its own rituals and values that are important to them. By taking these cultural differences between countries into account, companies can more successfully do business with organisations abroad.

1. **Cross-cultural business challenges and a compulsion for Subway in Seoul** (washingtonpost, 2016)

*Joe Studwell is the author, most recently, of “How Asia Works.”*

After 18 years at The Washington Post, Frank Ahrens crossed the Rubicon[and became a public relations executive](https://www.washingtonpost.com/lifestyle/magazine/slippers-at-work-nonstop-alcohol-tales-of-an-american-executive-in-korea/2016/08/09/ef63cfba-21eb-11e6-aa84-42391ba52c91_story.html) for Hyundai Motor Company in Seoul. “I became tired of writing about other people doing things and I wanted to do something of my own,” he tells us, explaining his decision. “Journalists are watchers. Not participants.”

Hired by the U.S.-educated grandson of Hyundai founder Chung Ju Yung to beef up the car business’s international public relations, Ahrens appeared at the outset to have an inside track into one of the largest and most opaque corporations in the world. Not only that, he joined the firm, in 2010, just as Hyundai was rolling the corporate dice by adding millions of units of capacity and attempting to move upmarket to challenge German and Japanese luxury marques such as Lexus, Mercedes and BMW. After 40 years, this was the final developmental push to take the company from “fast follower” (a polite business-school term for quick copier) to the corporate promised land of branded innovator.

In his memoir, “Seoul Man,” Ahrens eschews deep corporate analysis in favor of his personal tale: his self-described midlife crisis, his late marriage and fatherhood, the tradeoffs between making money and nurturing a family, his lack of experience outside the United States, the challenges of cross-cultural management, his yearning for carbonated drinks, along with thin slices of Asian history.

While memoir, of course, suggests the personal, I wish Ahrens had also probed the company where he was one of fewer than a dozen foreigners. The author lived in an international PR silo and learned (and conveys) remarkably little about the firm he worked for or the family that runs it. He met the current boss once in three years. Most of Ahrens’s work involved traveling thousands of miles to international auto shows and improving standards of written English.

1. **Hurdles to Cross Cultural Business Communication**

International businesses are facing new challenges to their internal communication structures due to major reforms brought about through internationalization, downsizing, mergers, acquisitions and joint ventures.Lack of investment in cross cultural training and language tuition often leads to deficient internal cohesion. The loss of clients/customers, poor staff retention, lack of competitive edge, internal conflicts/power struggles, poor working relations, misunderstandings, stress, poor productivity and lack of co-operation are all by-products of poor cross cultural communication.

Cross cultural communications consultants work with international companies to minimise the above consequences of poor cross cultural awareness. Through such cooperation, consultancies like Kwintessential have recognised common hurdles to effective cross cultural communication within companies.Here we outline a few examples of these obstacles to cross cultural co-operation:

Lack of Communication

It may seem obvious to state that non-communication is probably the biggest contributor to poor communication. Yet it continues to prove itself as the major problem within most companies.

Lack of communication with staff is not solely due to lack of spoken dialogue. Rather it relates to access to information.

For example, not giving feedback (negative or positive), informing staff of decisions and actions that will affect their roles or failure to properly communicate expectations are all ways in which information can be withheld from staff. This will eventually result in an alienated staff base that feels divided from management and superiors.

If managers are too selective in providing information, this can cause suspicion and jealousy among staff and will eventually result in internal strife instead of cohesion.

A management which does not and will not communicate and interact physically with staff demonstrates a lack of interest, trust and respect.

In the West it is often the case that communication lines are vertical. Staff report up to managers and managers up to senior levels and so on. Ideally lines of communication should run both ways. Those with a subordinate place in the communication process tend to feel estranged, indifferent and possibly even belligerent.

Lack of communication in all its forms is unhealthy. Companies and managers must be aware of how, what and to whom they are communicating.

**Language**

Communication difficulties through language come in two forms:

**Use of inappropriate language**

Language carries with it subliminal meanings and messages transmitted through vocabulary, stress and tone. The wrong use of words or emotions hidden behind phrases can send messages that affect staff self-perception, confidence and attitude. Critical language causes poor interpersonal relationships and low self-confidence whereas supportive language and tones has the opposite effect.

**Foreign Languages**

These days, offices may have native speakers of over 50 languages all under one roof. It is important that the main language of the office is established, whether it be English, French or Spanish. Once this is constituted all employees should only converse in the main language. This avoids exclusion of staff who can not understand other languages. In addition, a company should ensure that all its employees are fully conversant in the main language. Language tuition should be seen as a necessity not a luxury.

**Culture**

International businesses with a highly diverse workforce in terms of nationality and cultural background face challenges from the differences in language, values, belief systems, business ethics, business practices, behaviour, etiquette and expectations.

Cross cultural differences can negatively impact a business in a variety of ways, whether in team cohesion or in staff productivity. As we have seen above, different methods of communication are just one area in which cross cultural differences are manifested.

In such multicultural companies, objective help may be needed through a cross cultural consultant who will show teams and individuals how to manage communication and work together more cohesively and productively.

**Company Culture**

Company culture pertains to the internal culture of a company in terms of how it is managed. For example, does the company view its different departments such as sales, production, administration and HR as closed or open systems? A closed system is one in which a total lack of synergy exists between a sales and production department due to the structure and communication lines between the two. A consequence of such compartmentalization is that managers of departments have a tendency to become territorial. It is vital that team work, team building and team spirit are encouraged in order to create open systems.

Such measures are especially valid in joint ventures and mergers whereby co-operation between two or more companies requires their total commitment to an open system.

Understandably many companies are primarily focused on the financial and strategic side of company operations. International businesses are now realising that many of their business problems have roots in man-management and communication.

In summary, we can conclude that the biggest hurdle to effective cross cultural communication is a reluctance to invest in the expertise and resources needed to overcome the problems as outlined above. Cross cultural hurdles are easily negotiable with some objective and well-qualified assistance.

# The Importance of Cross-Cultural Business Communications (Ahmed, 2018)

In today’s global business marketplace, the ability to communicate effectively and multi-culturally cannot be underestimated. As a communications expert with a background in behavioral and cultural science, I have to know how to effectively manage multi-cultural expectations. Over the years, I’ve shared my experiences with entrepreneurs and businesses all over the world. Here are some common cross-cultural issues for those entrepreneurs developing relationships with individuals or businesses from different cultural backgrounds:

* Not being proactive and adapting to different cultural business expectations. It’s all too easy to get off on the wrong foot and become reactive.
* Not understanding how formality, hierarchy and timing can affect business. These things have a tremendous impact on negotiations and decision-making.
* Being perceived as too aggressive or even impatient in your business approach. Business often takes longer with different cultures and countries, so plan accordingly.
* Many cultures are more team-focused or “we” oriented. This can really impact your business style and marketing material. Also, avoid being egocentric or “I” oriented.
* A big taboo is unintentionally offending someone with your body language. This can be very difficult to recover from. A basic guideline is to use “opened-handed” gestures. Don’t point with your index finger, use the OK sign or thumbs up and thumbs down.

Here are five keys to successful cross-cultural communications for your business partnerships:

* Be proactive. Start by focusing on creating trustful partnerships, not on the business at hand.
* Use some cultural rapport. Adapt your marketing material and business approach as needed.
* Organize productive interactions that ensure a “win-win” for all parties.
* Develop strategies for relationships and business cycles based on appropriate levels of formality, business hierarchy and timing.
* Learn the “do’s and don’ts” of the country and cultures with which you’re partnering. In short, be well prepared.

How can you proactively prepare for multi-cultural business?

* Awareness is the first step! Observe how people communicate with you in person, on the phone and by e-mail. Notice if they are more formal and expressive or more direct and to the point.
* Know your facts. Be aware of relevant historical data, economic issues, major industries, cities and geography, to name a few. There is nothing more embarrassing than not knowing your geography while working in a new country!
* Hone your cultural rapport. For example, when Saudi Crown Prince Abdullah visited then-US President George Bush at his ranch, they were photographed strolling hand in hand through the bluebonnets. This was an important sign of their friendship and trust. Sometimes when managing international business relationships, you need to go beyond your personal comfort zone!
* Keep in mind that we are homogenizing as a global culture, so we can’t ever take cultural tendencies for granted.​

# Importance of Cross Cultural Communication in Business (Cotton, 2014)

Overcoming Cultural Barriers

The barriers to cross-cultural communication can cause businesses difficulties, especially if they are not prepared for the nuances that come with conversing with people from other parts of the world. Language is one of the biggest cross-cultural factors in the workplace. Not everyone conducts business in English. If working with someone who speaks English as a second language, some finer elements of the conversation may get lost in translation.

However, there can still be communication barriers between someone from the United States and someone from the United Kingdom who both speak English as their primary language. That’s because culture plays a major role in the way people communicate. Many people don’t expect there to be a cultural difference with someone who speaks the same language and are then caught off guard when they are faced with a communication barrier.

Nonverbal communication can also act as a barrier to cross-cultural communication. In many Western countries, eye contact is seen as a way to build trust and show honesty and integrity. However, in some Middle Eastern cultures, eye contact is considered rude and too forward. For women, it’s seen as a sign of sexual interest. Similarly, pointing to another person using a finger is acceptable in Western countries. However, in Japan the gesture is extremely rude. By proactively knowing the communication differences across cultures, businesses can increase their chances of success when engaging in cross-cultural communication.

**\*Research methodlogy:-**

Talking about the people whose culture crash while having the trade between the two countries which have the different culture and different pattern of living is very common while having the trade between the two countries.This is very common phenomia where the people from the different countries have their own culture and the level of trading the business which is been taught with the people living in the society.The method which can be use in this research is of taking the interview of the people who have traded with the person living in the another countries and been talk with the people of another culture weather they buy or sell their service or product to the people of different culture.Everyone has different level of handling their business.

**Discussion**

The trader who deal their product with the person living on the another countries or come from another society who practice their own culture and practices.The use of the inappropriate language where the people anxiety of feeling be sometime express in the form of giving inappropriate language**.**

Language carries with it subliminal meanings and messages transmitted through vocabulary, stress and tone. The wrong use of words or emotions hidden behind phrases can send messages that affect staff self-perception, confidence and attitude. Critical language causes poor interpersonal relationships and low self-confidence whereas supportive language and tones has the opposite effect.

**Observation:-**

Doing business internally within the boundaries can be done easily as most of the people have one common language and this help them to easily talk and negotiate with the traders.The cultural difference is their within the boundaries but in most of the case the deal of doing the business is not hard to have than having the culture difference outside the country boundaries . The behavior of the person depend upon the condition they have been brought up by the people they been living with and the society which they have been living in.When managing cross-cultural communication in business negotiations, avoid the common tendency to give too much weight to cultural stereotypes.When preparing for cross-cultural communication in business negotiations, we often think long and hard about how our counterpart’s culture might affect what he says and does at the bargaining table.That’s completely understandable, research suggests.

**Conclution:-**

The people whose culture is different and having the trade between the two countries which have the different culture and different pattern of living is very common while having the trade between the two countries.This is very common phenomia where the people from the different countries have their own culture and the level of trading the business which is been taught with the people living in the society.The method which can be use in this research is of taking the interview of the people who have traded with the person living in the another countries and been talk with the people of another culture weather they buy or sell their service or product to the people of different culture.Everyone has different level of handling their business.

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