Unit 20 — Successful Intercultural Business



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Bias

an inclination towards a belief that is based on prejudice

"Every human has their own biases because humans are wired to seek out patterns based on life experience."

Collectivistic

the social concept of placing higher value on the group rather than the individual (a Hofstede cultural dimension)

"In collectivistic countries like China or Guatemala it is not uncommon for parents to live with their children rather than in nursing homes when they get old."

Context

all factors that determine the particular circumstance of a situation

"Despite the language barrier it wasn't difficult to have a good conversation, because oftentimes the meaning became clear through context."

Thank you for your interest!

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