

Doing Business with Germans



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A book on German cultural standards: empirically ascertained and presented in a systematic way, yet with a certain self-critical levity.

About this book

As globalisation becomes more pervasive in everyday life, many people are faced with challenging new situations: Cultural differences no longer fascinate only tourists and intrigue academics. The impact of globalisation has become, to a large extent, a part of our daily life, particularly in the business world.

This book sheds light on the two sides of German business partnerships in intercultural settings. On the one hand it deals with people working with Germans from their home country as well as with expatriates who have come to live and work in Germany. On the other hand it portrays Germans who have business relations all over the world negotiating with people in business meetings or via telecommunications.

What is “typically German” ? How do other people perceive me as a German? This book will help you to achieve intercultural competence, that means: understanding of the cultural standards of others and insight into one’s own culture.

Based on her academic training and many years of experience, Sylvia Schroll-Machl describes real-life situations that foreigners have experienced with Germans and explains, what Germans actually mean when they say and do particular things. The author also investigates the cultural and historical background which has shaped the German identity.

A German version of this book is also available: Die Deutschen – Wir Deutsche

作者介绍:

Summary

Sylvia Schroll-Machl writes about German cultural standards. Although her work is empirically ascertained and presented in a systematic way, she is able to maintain a certain self-critical levity. Her target groups are Germans and foreigners, who vocationally have something to do with Germans. Her goal is to promote mutual understanding and to offer assistance for intercultural interactions. Export title information More titles by S. Schroll-Machl

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评论

from Chair.

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书评

Since my semester presentation of interculture skills is about 'Indo-German', I got this book from the chair of international management faculty, he recommends this one as a 'must read' for anyone who has contact with Germans, whether in business or any oth...

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