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CULTURAL ASPECTS IN BUSINESS OF THE UNITED STATES OF AMERICA

Культурные особенности в бизнесе Соединенных Штатов Америки

The features of doing business are directly related to the culture of a certain country. Therefore, any business relationship should be based on the cultural differences. Awareness of the differences of a particular culture is vital to overcome cultural barriers, that can slow down business development.

In this article the author describes some cultural features of doing business in the United States of America. Many businessmen find this country as a source of unlimited business opportunities, which, in fact, is true due to the ease of opening business. American greetings are quite informal, which can cause misunderstanding among representatives from Europe. This type of greeting expresses the equality of all individuals in the working team. According to the American business etiquette, it is necessary to greet partners with a short and strong handshake. However, such a greeting can be easily replaced with an ordinary “Hello” or “How are you?” [1].

American directors try to listen to their team’s opinions. They do respect negotiations with a representative who is below them in status. Based on that, we can say that business in the United States relies on the collegial principle of decision-making. Another distinctive feature in the American business is that business gifts can be perceived as a bribe. In a country like the USA, there is no such thing as a corruption in business. There’s even a concept in the United States, that is called “kickback”. This concept refers to a form of bribery and is unacceptable at the legislative level. The USA creates all conditions for conducting business at the legislative level. Therefore, no one will risk their business reputation for a more profitable business.

“Small talk” is a vital part of the working process. Businessmen in the USA believe that such conversations can help to find mutual understanding between them and their partners. At the end of the conversation, an American businessman may invite you to lunch. However, it should be taken as an official invitation only if the partner has named the exact date and time for a meeting [2]. If your business partner from the US invited you to dinner, it means that you are a significant and promising partner.

The “Time value of money” principle is widely spread in the United States. A first meeting is quite brief. The interlocutors have only a few minutes to interest each other. The interest of future business partners is expressed in clarifying questions. American businessmen appreciate partners who are able to manage time effectively. We can’t help but mention some features related to corporate culture. It’s necessary to take into consideration that Americans are straightforward, honest people. Americans do not tolerate interruptions. At the same time, they often can get into conversation, therefore, if you don’t want to get interrupted do not make big pauses in speech. Americans do appreciate punctual partners. This applies both to arriving at the meeting on time and compliance with the terms of agreements. The main aim of most negotiations is to sign a contract for a specific deal. Long-term relationship may not be the goal of a partnership [3].

According to the information above, we can conclude that it’s important to study the cultural features of the nation we want to be partners with. This way you will be able to conduct business processes more effectively and understand your business partners better.

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