

In conclusion, it should be said that the process of automation enforces people to adapt to the changeable situation in the labor market. So the world will change and so will we.

BUSINESS CUSTOMS: AMERICAN VS BRITISH

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Recently, a great deal of emphasis has been placed on culture-specific communicative differences. As a student of the School of International Business Communications I am well aware of the necessity to examine, analyze and understand cultural particularities. When it comes to business, not only should we consider the fundamental features of mentality, but also construct a model of business behavior that is based on them.

Despite the significance of the topic, little attention has been paid to differentiating between seemingly close business cultures, e.g. of the USA and the UK. There is a phenomenon known as the “cultures of similarity”, which occurs when analogous features seem to be prevailing, therefore differences are commonly ignored. And though the 2 countries have much in common, distinctions in behavior or style reflect intrinsic cultural values, such as how individuals view time and space or how success is defined.

Today, the U.S. is home to 29.6 million small businesses, 40% of the world's billionaires, as well as 139 of the world's 500 largest companies. Britain is the world's fifth largest trading nation, and the total business population has been growing steadily with increases of 55% since 2000. Therefore, efficient business interaction with the counties is undoubtedly promising. As our country’s economy becomes increasingly international, especially in terms of outsourcing, it’s essential to improve our cross-cultural competence.

The purpose of this paper is to point out and compare the peculiarities of British and American business behaviors, which helps improve communication strategies. To get a practical overview of the topic I turned to some interviews of businessmen who cooperate with these countries. It is commonly pointed out that differences often root in unequal “level of formality” in interpersonal communication of the Americans and the British. The analysis of various forums and casual

American and British websites covering business issues proved the credibility of the identified features.

Though there are countless aspects to consider, I decided to focus on the following: *Preparing for a business meeting*, *Negotiation Etiquette* and *Decision-making Process* in the UK and the USA.

Planning a deal one should know what is most probably expected from him. Businessmen from the US appreciate a vision of the whole project. Broad business perspectives should be presented in the corresponding documentation, plus rapid results are most desirable. While the British tend to focus on long-term relationship, they tend to discuss one business objective at a time. Traditions should be considered even when choosing clothes for a business meeting. British people tend to subconsciously assess someone's "class" based on the way they look, speak and act. It is a feature of their mentality which naturally influences their typical dress-code. Classical conservative attire is the norm for both businessmen and women in British culture, and black, dark blue and grey colors are predominant. Americans regard status as "undemocratic" and try to minimize the differences by dressing casually. Essentially, "business casual" refers to less formal clothes that are still appropriate for the work environment. Depending on how informal a particular company's culture is, jeans are sometimes also considered acceptable, which is unthinkable for the British.

While negotiating, Americans tend to be informal and friendly. Both men and women shake hands firmly on meeting and leaving. First names are used rather commonly. Business meetings are often conducted outside the office, e.g. over lunch or drinks. The British, on the contrary, may find American familiarity a bit pushy, as they adhere to a higher level of formality. One should refrain from physical contact apart from the initial handshake and be moderate and accurate in jokes.

Americans are described as being goal and achievement oriented. They grow up believing in the motto "He who hesitates is lost." Therefore, most Americans conduct business at lightning speed. Americans prefer to keep small talk to a minimum. At the same time reaching a decision in a British business context can be a rather slow and laborious process. It might take several business meetings before anything more profound than the weather or sport is discussed.

Embracing cross-cultural differences and profound understanding of the two countries' business patterns lead to mutual trust and negotiation efficiency. The paper implies a number of practical recommendations which might open the door for our countrymen to building a rapport and strong economic relations with American and British businessmen.

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THE INTERGENERATIONAL WORKFORCE: HOW DOES IT WORK?

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Dealing with diversity and understanding each other's differences is critical to communication and success of every company. Letting people be who they are and dealing with it is not new. There is no doubt that words, actions and sometimes behavior can be misconstrued in the workplace and even across generations. In order to master intergenerational communication, it is necessary to understand some broad generalizations about the generations and then move beyond those to connect as individuals.

The Baby Boomers (1946-1964), Generation X (1965-1980), the Millennial Generation (1981-2000) are generations currently sharing workplaces [1]. The challenge for companies and individuals is to take advantage of the varied strengths of different generations while diminishing points of friction. And in an ideal world, this would happen when members of each generation learn from each other. But the first step to bridging these generations is helping people understand each other.