

OUTLINE OF CHAPTER 3: DIFFERENCES IN CULTURE

Opening Case: Wal-Mart's Foreign Expansion

Introduction

What Is Culture?

- Values and Norms

- Culture, Society, and the Nation-State

- The Determinants of Culture

Social Structure

- Individuals and Groups

- Social Stratification

Religious and Ethical Systems

- Christianity

- Islam

- Hinduism

- Buddhism

- Confucianism

Country Focus: Islamic Capitalism in Turkey

Management Focus: McDonald's and Hindu Culture

Language

- Spoken Language

- Unspoken Language

Education

Culture and the Workplace

Cultural Change

Implications for Managers

- Cross-Cultural Literacy

- Culture and Competitive Advantage

- Culture and Business Ethics

Management Focus: Cross-Cultural Illiteracy

Chapter Summary

Critical Thinking and Discussion Questions

Closing Case: DMG-Shanghai