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Culture in relation to Walmart

By Roberto Niesing

GRIN Verlag Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2008 in the subject Business economics - General, grade: 2,0, University of Glamorgan, 32 entries in the bibliography, language: English, abstract: An exact definition of culture is very difficult. Therefore the characterisation of society is very broad. Several authors have tried to define this phenomenon. For instance Foster (1962) defines it very abstract: Culture is the way of life of the group of people . A More detailed description comes from Ball and McCulloch (1999). In their point of view on culture the sum total of the beliefs, rules, techniques, institutions, and artefacts that characterize human populations . Dresser and Carns (1969) have a more practical view on this topic, culture: it enables a communication through a common language, allows a calculation of possible response on the action which had taken place, to define what is wrong or right. These different explanations disclose how complex an understanding of a foreign country could be. All the more the volume of international trade illustrates that a high awareness of local specifics is indispensable. Every...



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