



Basic guideline for a German company to do business with Japanese companies

By Sarah Nagel

GRIN Verlag Nov 2010, 2010. Taschenbuch. Book Condition: Neu. 213x149x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1 (A), University of Bedfordshire, language: English, abstract: Even though Japan is mostly westernized it remains being traditional Japanese. It has a hierarchically structured culture and society and contains complex rules for interpersonal situations and relationships (Kazuo Nishiyama, 2000, p. 1-9). The Japan culture and society varies from the German. Those differences in cross-boarder alliances are sources of potential conflicts and misunderstandings in business relationships (Susan C. Schneider and Jean-Lois Barsoux, 2003, p. 9). Especially the way of verbal and non-verbal communication: Japan is a high context culture. Many information lay 'between' the lines (in the context). Germany in contrast to that is a low context culture. They give precise information in a direct way. Japanese are more introverted and restrained than the Germans. The importance of face keeping (for e.g. not showing emotions public) is another main difference. In Japan the status of a person (often linked to its age and experience) is important...



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