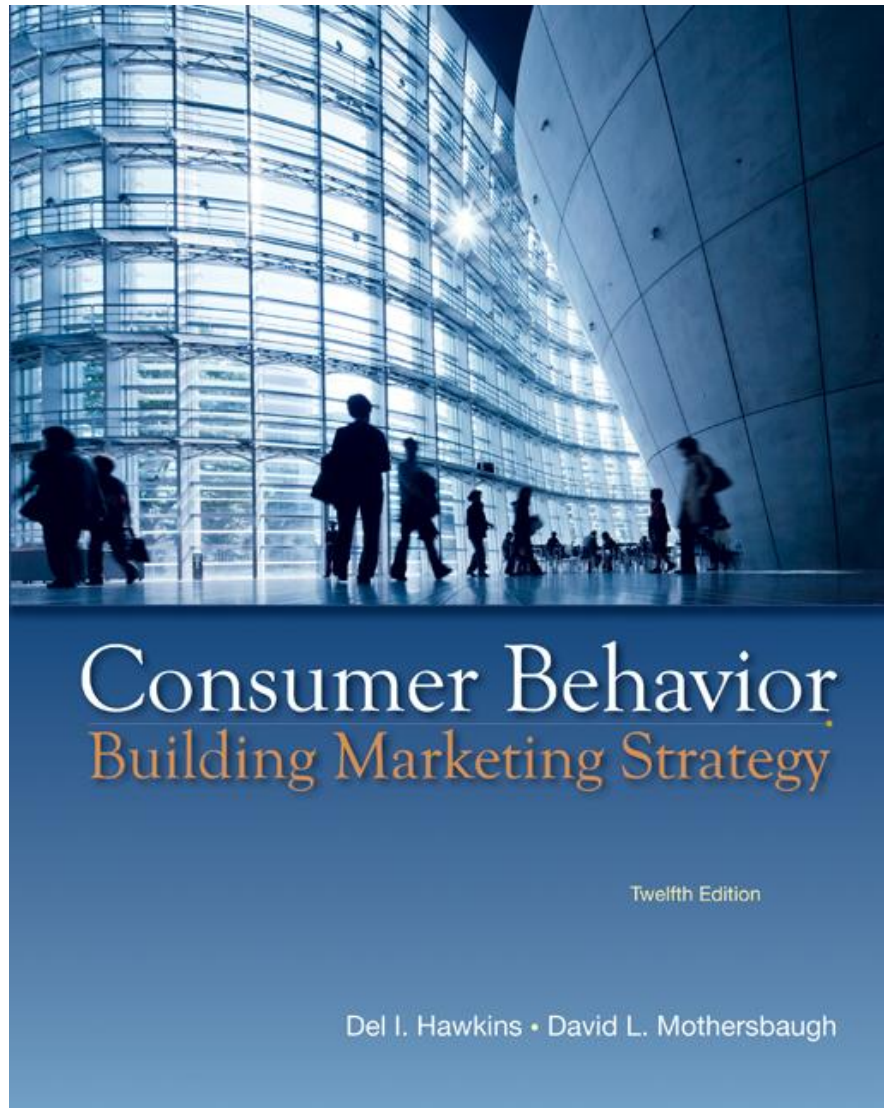


# *Instructor's Manual*



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## **1 THE CONCEPT OF CULTURE**

## **2 VARIATIONS IN CULTURAL VALUES**

### **2.1 Other-Oriented Values**

- 2.1.1 Individual/Collective*
- 2.1.2 Youth/Age*
- 2.1.3 Extended/Limited Family*
- 2.1.4 Masculine/Feminine*
- 2.1.5 Competitive/Cooperative*
- 2.1.6 Diversity/Uniformity*

### **2.2 Environment-Oriented Values**

- 2.2.1 Cleanliness*
- 2.2.2 Performance/Status*
- 2.2.3 Tradition/Change*
- 2.2.4 Risk Taking/Security*
- 2.2.5 Problem Solving/Fatalistic*
- 2.2.6 Nature*

### **2.3 Self-Oriented Values**

- 2.3.1 Active/Passive*
- 2.3.2 Sensual Gratification/Abstinence*
- 2.3.3 Material/Nonmaterial*
- 2.3.4 Hard Work/Leisure*
- 2.3.5 Postponed Gratification/Immediate Gratification*
- 2.3.6 Religious/Secular*

## **3 CULTURAL VARIATIONS IN NONVERBAL COMMUNICATIONS**

### **3.1 Time**

- 3.1.1 Time Perspective*
- 3.1.2 Meanings in the Use of Time*

### **3.2 Space**

### **3.3 Symbols**

### **3.4 Relationships**

### **3.5 Agreements**

### **3.6 Things**

### **3.7 Etiquette**

### **3.8 Conclusions on Nonverbal Communications**

## **4 GLOBAL CULTURES**

### **4.1 A Global Teenage Culture?**

## **5 GLOBAL DEMOGRAPHICS**

## **6 CROSS-CULTURAL MARKETING STRATEGY**

### **6.1 Considerations in Approaching a Foreign Market**

- 6.1.1** *Is the Geographic Area Homogeneous or Heterogeneous with Respect to Culture?*
- 6.1.2** *What Needs Can This Product or a Version of It Fill in This Culture?*
- 6.1.3** *Can Enough of the People Needing the Product Afford the Product?*
- 6.1.4** *What Values or Patterns of Values Are Relevant to the Purchase and Use of This Product?*
- 6.1.5** *What Are the Distribution, Political, and Legal Structures for the Product?*
- 6.1.6** *In What Ways Can We Communicate about the Product?*
- 6.1.7** *What Are the Ethical Implications of Marketing This Product in This Country?*