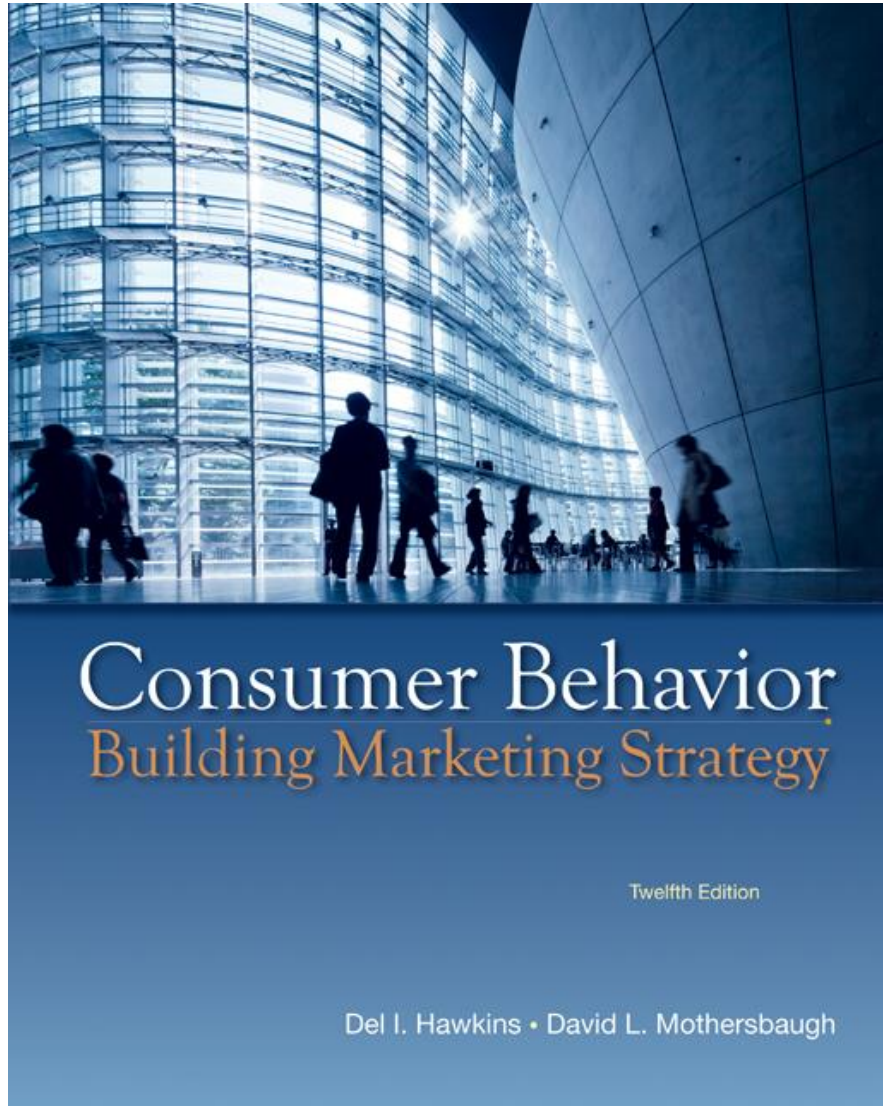


Instructor's Manual



Instructor's Manual by:

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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?*