

## Culture in relation to Walmart



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*Extremely helpful to all type of individuals. It really is basic but excitement inside the 50 % of the pdf. Its been designed in an remarkably basic way and is particularly only right after i finished reading through this book in which basically transformed me, change the way i believe.*  
**(Agustina Treutel)**

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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 year goods and services with a value of 11783 billion dollars were traded around the world. Especially Europe, Asia and North America have been responsible for over 90% of the exchanges. Hence, in nearly 60 years the international trade has grown approximately around 200 times (World Trade Organisation, 2007). Furthermore, the relation between trades to GDP ratio increased around 12.7% in all OECD countries between 1992 and 2005. Today an average trade to GDP ratio from 45% for all OECD states shows how essential international commerce is (OECD, 2007). But why is international trade so attractive for companies They diversify...

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