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# Transnational Management: A Guideline for International Acting Managers

*Karl Bickel*

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Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: Sehr gut, University of Applied Sciences Vorarlberg (Dornbirn), course: Cross Cultural Management 4, 4 entries in the bibliography, language: English, abstract: In a world which companies are

increasingly global, understanding cultures has become a necessity for sustainable development. Very often companies behave in international business in the same way as they do in their original culture. Nevertheless, members of different societies have different priorities and values when they make decisions. Such differences can be observed in the approach of nature itself, in the approach of time and in the approach to success. Culture can never be ignored, even when its influence is indirect. Therefore, international managers need to understand not only their own culture but also international culture. This seminar paper shall be a guideline for managers, starting in international business. It gives some important definitions and it explains why there are "different behaviours in different societies". Moreover, it states some advices, to help increasing efficiency in doing global business.