

## 16.14: Introduction to Dimensions of Cultural Difference

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What you'll learn to do: explain the dimensions of cultural difference and their effect on global business

Very few managers assume today that because something works in one country, it should work all over the world. Managers are becoming very aware of the effect that culture has on the workforce and on consumer buying patterns. This section examines the work of Geert Hofstede, a Dutch management researcher, who conducted a multiyear, multicountry study to identify ways to describe differences in national cultures and how they affect business.

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