

Doing Business Germans Perception Schroll Machl

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Understanding German business culture | Expatica

One of the keys to success when doing business in Germany is an ability to understand German business culture and the profound impact that the local business culture has when interacting with German colleagues or clients. Lack of preparation could cost you dearly; inattention to detail could result in lost opportunities.

Business Culture in Germany | World Business Culture

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Doing Business with Germans is a "must read" for anyone who has contact with Germans, whether in business or any other sphere of life. Sylvia Schroll-Machl explains the norms and values of German society; their historical development as well as their expression in everyday life.

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