



International Marketing: Hotel Industry in China

By -

GRIN Verlag Sep 2007, 2007. sonst. Bücher. Book Condition: Neu. 216x147x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,7, Ocean University of China, course: International Marketing, 10 entries in the bibliography, language: English, comment: The issues of cross-cultural management of the Hotel Industry in China. Hofstede Dimensions, Cultural Differences, etc. Important cultural issues before establishing business in China (Exp.: Hotel Industry) , abstract: In the modern time of globalisation, companies mostly communicate and work acrosscultures. Especially China with its fast economic development has attracted the attention ofthe international business community. New businesses in China as well as the number ofbusiness people working there are increasing rapidly. Nevertheless, to understand how to dobusiness effectively with the Chinese it is essential to be well prepared and to understandcultural background of negotiations. In this essay, I am going to present some issues of thecross-cultural management in China on the Catering industry example by using GeertHofstede analysis of culture s dimensions. 16 pp. Englisch.



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