

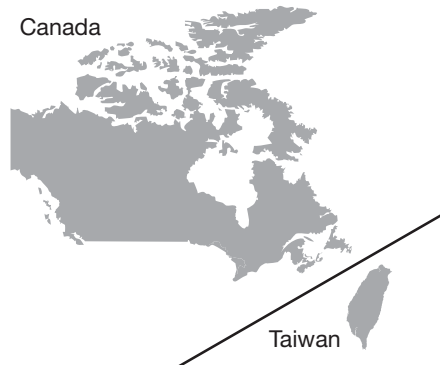
# 1.9

## Case study: One person's experience

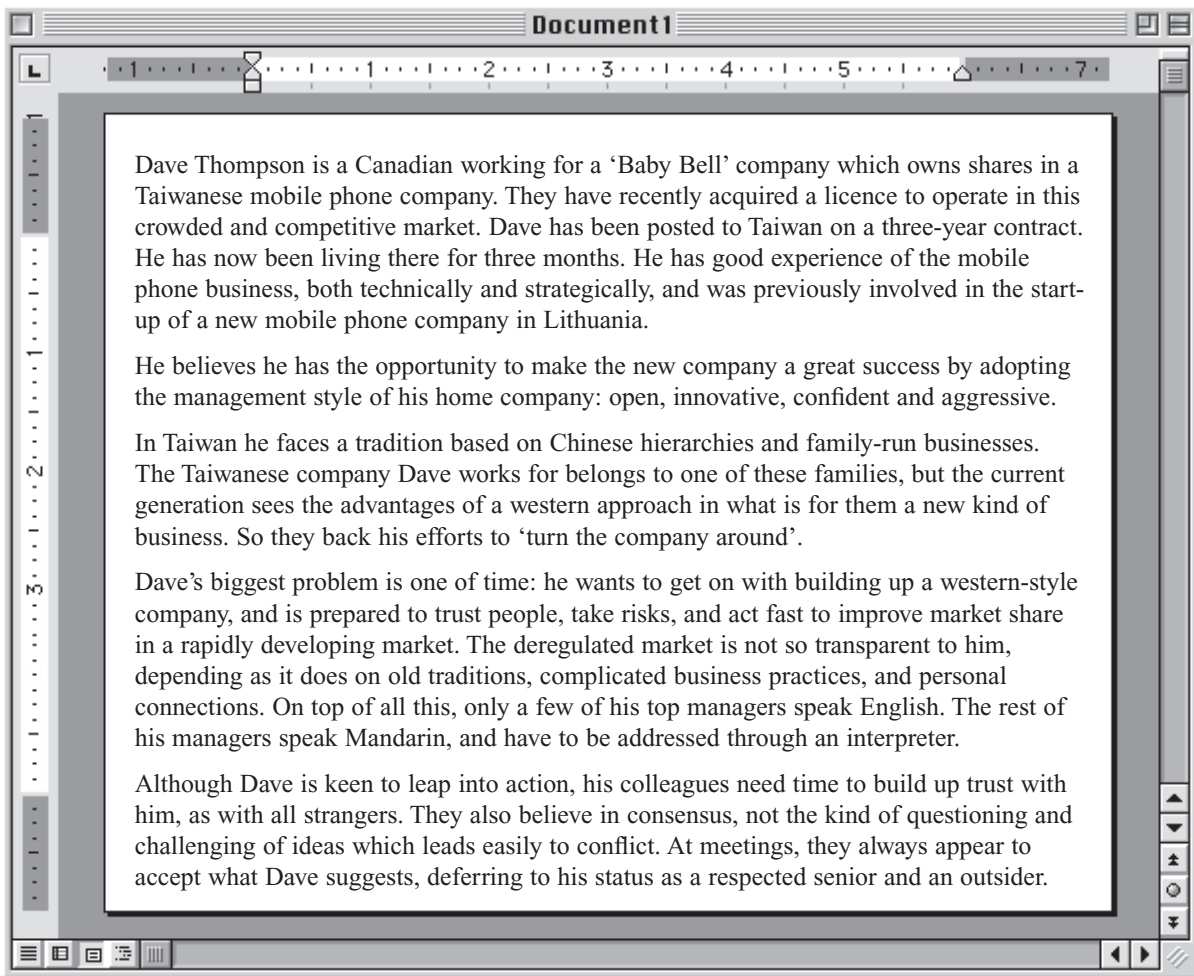
This case study exemplifies a contrast between two working cultures: Canadian and Taiwanese.

Read the text and the list of possible actions. Then make recommendations as to what the Canadian should do.

- 1 Choose from the list below those activities you think he should carry out.
- 2 Rank them in order of priority.
- 3 Add any other actions you think necessary.



1 Why does culture matter?



Dave decides he must do something. He draws up the following list of possible actions:

- learn Mandarin
- bring in more Western managers
- organise lectures for his employees on Western business practices
- learn more about Taiwan
- slow down his approach
- send some of his managers to work in North America
- organise a one-day seminar on business cultures
- organise a meeting at which all the cultural problems are discussed
- bring in a local management consultant