



Understanding Cultural Differences: Germans, French and Americans

By Edward T. Hall, Mildred Reed Hall

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Human resource management, at home and abroad, means assisting the corporation's most valuable asset-its people-to function effectively. Edward T. and Mildred Reed Hall contribute to this effort by explaining the cultural context in which corporations in Germany, France, and the United States operate and how this contributes to misunderstandings between business personnel from each country.

Then they offer new insights and practical advice on how to manage day-to-day transactions in the international business arena. *Understanding Cultural Differences* echoes and elaborates on Edward T. Hall's classic studies in intercultural relations, *The Silent Language* and *The Hidden Dimension*. It is a valuable guide for business executives from the three countries and a model of cross-cultural analysis.

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Editorial Review

Review

Another winner by the Halls. They really understand cultural differences and offer imaginative ways to overcome them.?**Henry G. Meyer-Oertel Gruner + Jahn International Marketing and Media Services, Inc.**

This book offers penetrating insight into the business cultures of the United States, France and Germany.?**Robert T. Moran, Ph.D. American Graduate School of International Management Co-author, Managing Cultural Differences**

I find Understanding Cultural Differences to be a must read (again and again)!?**David C. Wigglesworth, President, D.C.W. Research Associates International**

About the Author

Edward T. Hall is a respected anthropologist and cross-cultural researcher who has taught at various universities across the U.S., including Harvard Business School, Northwestern University, the University of Denver, and others. With extensive experience in Europe, the Middle East, and Asia, Hall worked for the U.S. State Department teaching intercultural communication skills to Foreign Service personnel and wrote several groundbreaking works in culture, communication, and the study of proxemics, including *The Silent Language*, *The Hidden Dimension*, *The Dance of Life*, and *Beyond Culture*. Hall currently lives in Sante Fe, New Mexico.

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