



## **Practicalities and Culture**

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# **in International Business - Part One**

<http://www.exportpro.com/video.php?vidID=4>

### **In This Chapter:**

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- ◆ How to succeed on a global market
- ◆ Taking a company going international
- ◆ Optica going international
- ◆ Five keys to international business
- ◆ Culture and its influence on international business
- ◆ Women in international business
- ◆ Travel
- ◆ Gift giving
- ◆ Tipping & gratuities
- ◆ Common errors
- ◆ Language and body language
- ◆ Entertaining
- ◆ Titles and hierarchy
- ◆ Bribing
- ◆ Who can export?
- ◆ Your organisation and what is needed from you