



International Business Communications

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Introduction to AstraZeneca

- Global Biopharmaceutical Leader headquartered in Cambridge, UK
- Innovative Research and Development
- Global Impact
- Commitment to Sustainability



The German Work-Life Balance and Employment Practices

- Labor Market Flexibility
- Working Hours
- Holiday Policies
- Structured Workday



The German Communication

- Indirect vs. Direct Communication
- Use of Euphemisms
- Cultural Norms
- Perception of Honesty



Cultural sensitivity in Germany

- Punctuality is crucial
- Communication tends to be formal, especially in business contexts.
- Directness is valued
- Personal privacy is respected
- Environmental consciousness is prevalent, with strong recycling and conservation practices.



Cultural Differences from the UK

- Germans are more direct in communication, while the UK prefers subtlety.
- Punctuality is strictly observed in Germany, with less flexibility (Encyclopædia Britannica, 2024).
- German culture uses formal address and titles more than in the UK.
- Germans address conflicts directly; the UK often uses indirect approaches (Encyclopædia Britannica, 2024).
- Germany has a strong emphasis on work-life balance, more so than in the UK (Kingstonisc.com, 2021).





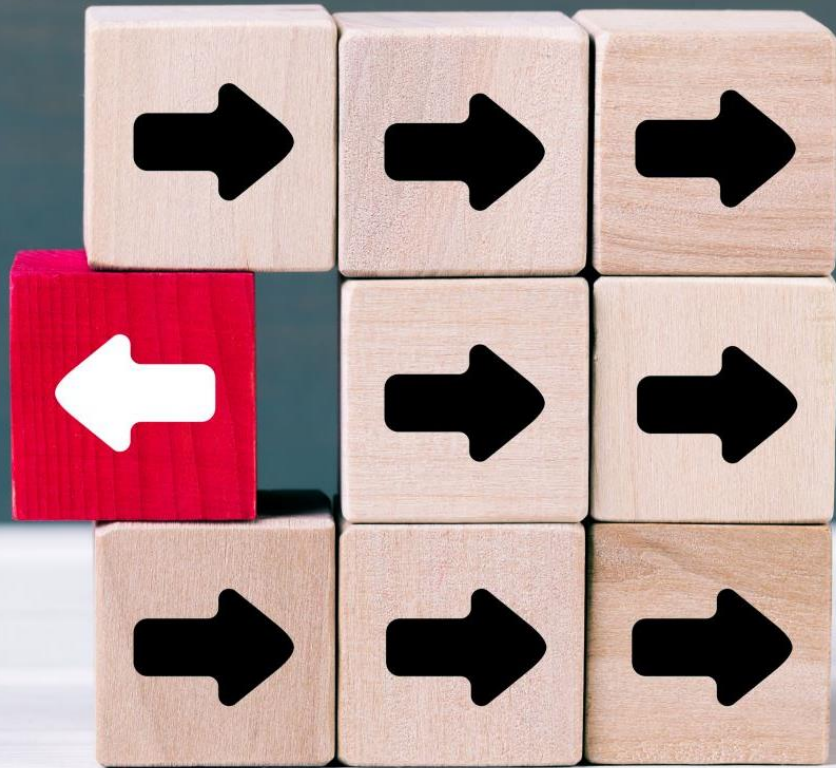
Hofstede cultural Dimensions: UK and Germany

- Power Distance
- Individualism
- Masculinity
- Uncertainty Avoidance
- Long-Term Orientation
- Indulgence



Recommendations

- Adopt clear, formal communication and use titles appropriately.
- Emphasize punctuality and structured processes in operations.
- Demonstrate long-term commitment through local investments and sustainable practices.
- Respect work-life balance with standard working hours and generous vacation policies.



Conclusion

- Adapt to formal communication norms.
- Emphasize punctuality and structured operations.
- Demonstrate a long-term commitment.
- Implement sustainable business practices.
- Respect work-life balance standards.



Any questions?

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