



How does culture matter when different companies merge together?

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Condition: Neu. 211x151x6 mm. Neuware - Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B-, University of Bedfordshire, course: MASTER OF BUSINESS ADMINISTRATION, language: English, abstract: This report is written on the topic of How does Cultural Differences matter when the companies from different cultures merge together The scope of this report is broad as it incorporates the implications of cultural differences in relation to the cross-border strategic alliance. Corporate Culture is used as term to signify how the managers and the workers of particular organisation tend to behave. Many international companies (Nestlè and Shell) have long term commitment towards cultural awareness and normally accepted it as an integral part of their international practices. Cultural clash and its bottom line influence are usually complicated and hard to predict. Frequently, failure to anticipate cultural clash originated from the senior managers and dealmakers lack of awareness. Understanding the prediction and mitigation of negative influence of cultural differences should be a part of cross-border alliances agenda for all management levels. From the case study chapter it has been figured out that most...



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