

MGT 407



**INTERNATIONAL
MANAGEMENT**

American (U.S.) Management

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Every day an American banker working in Paris gets requests from French firms looking for Frenchmen “with experience in an American corporation.” The manager of a German steel mill hires only staff personnel “having been trained with an American firm.” The British Marketing Council sends 50 British executives to spend a year at the Harvard Business School—and the British government foots the bill. For European firms, so conservative and jealous of their independence, there is one common denominator: American methods.

—J.-J. Servan-Schreiber (1969, p. 35)

Sociocultural Tendencies in U.S. Society

Hofstede's Cultural Dimensions



Geert Hofstede

Power Distance
Index
(PDI)

Indulgence vs.
Restraint
(IND)

Individualism
vs. Collectivism
(IDV)

Hofstede's Cultural Dimensions Theory

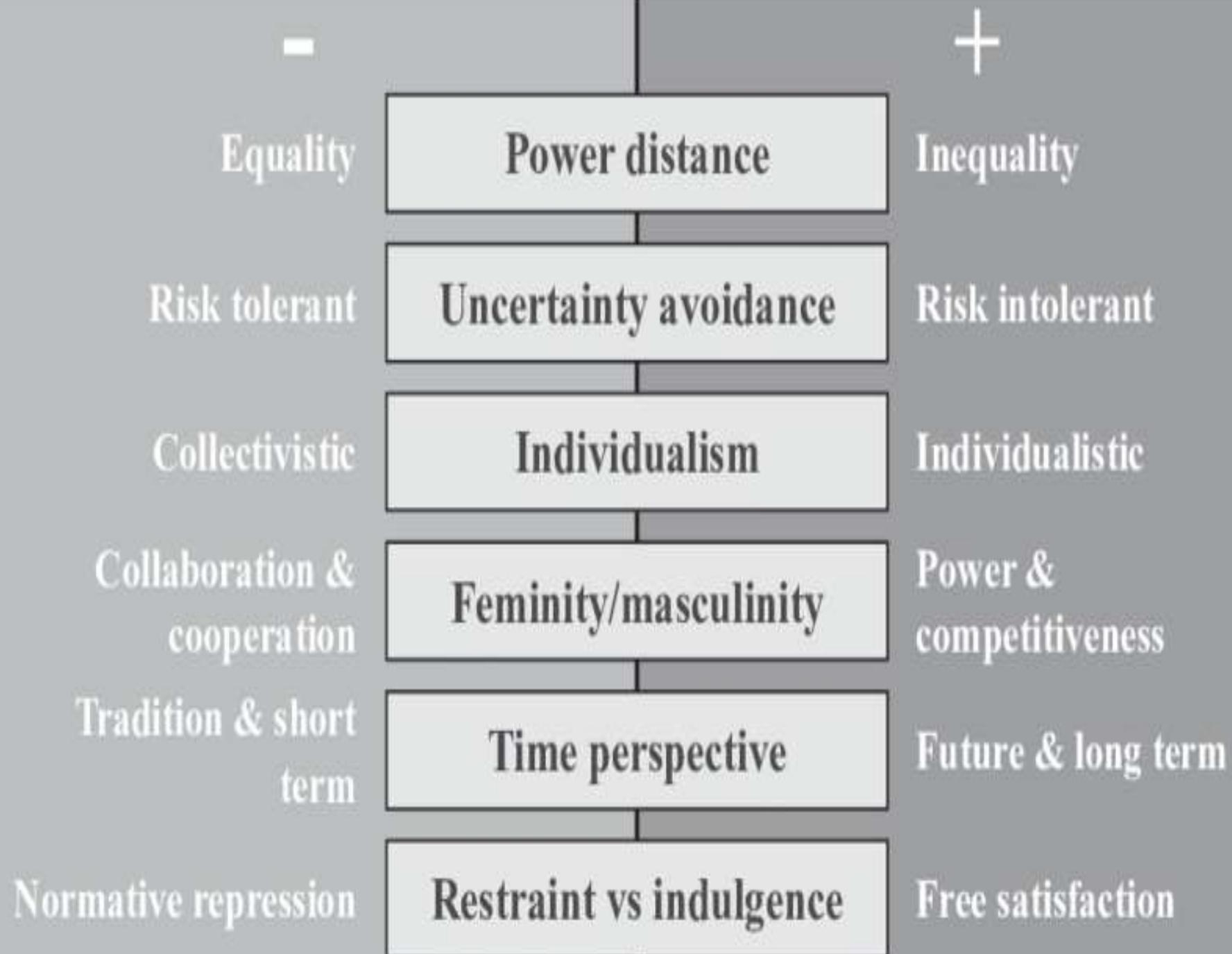
Long-term
Orientation vs.
Short-term
Orientation
(LTO)

Uncertainty
Avoidance
Index
(UAI)

Masculinity vs.
Femininity
(MAS)

LOW ← → HIGH





Hofstede's Cultural Variables

- Low power distance
- Very high individualism
- Moderate to high masculine-associated values (aggressiveness, assertiveness, competitiveness)
- Low uncertainty avoidance (i.e., high tolerance of risk and change)
- Short-term time orientation