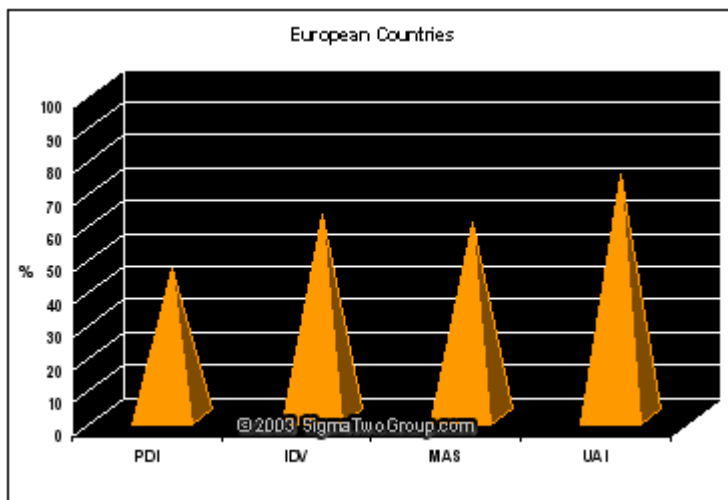
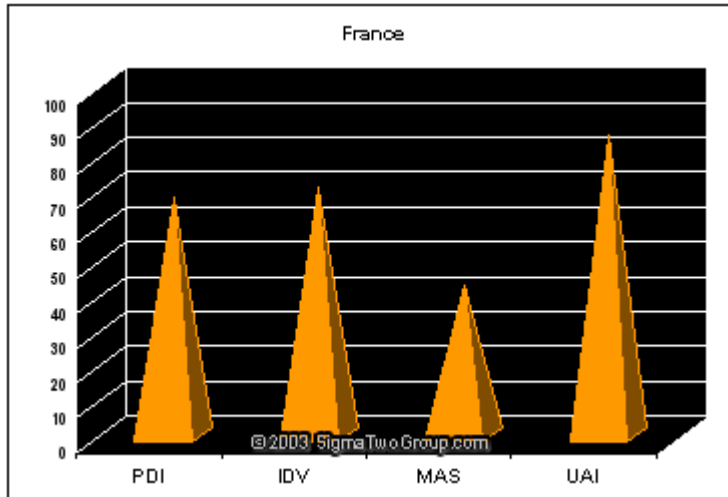


Geert Hofstede Analysis France

The Geert Hofstede analysis for France illustrates their emphasis on uncertainty avoidance. The high uncertainty avoidance ranking indicates France's concerns for rules, regulations, and issues with career security. In addition to uncertainty avoidance, both individualism and power distance are also ranked fairly high, with masculinity ranking the lowest



In a country that has over 50% of its population practicing the Catholic religion, we found the primary correlating Hofstede Dimension to be Uncertainty Avoidance (UAI). There were only 2 countries out of 23 that did not follow this correlation, they were Ireland and the Philippines. (See accompanying [Article](#))

Appearance

- The French are very conscientious of their appearance.
- Dress conservative and invest in well-tailored clothing.
- Patterned fabrics and dark colors are most acceptable, but avoid bright colors.

- French businessmen do not loosen their ties or take off their jackets in the office.
- Women should also dress conservatively. Avoiding bright or gaudy colors is recommended.
- Women should also avoid any glitzy or overpowering objects, such as flashy jewelry.

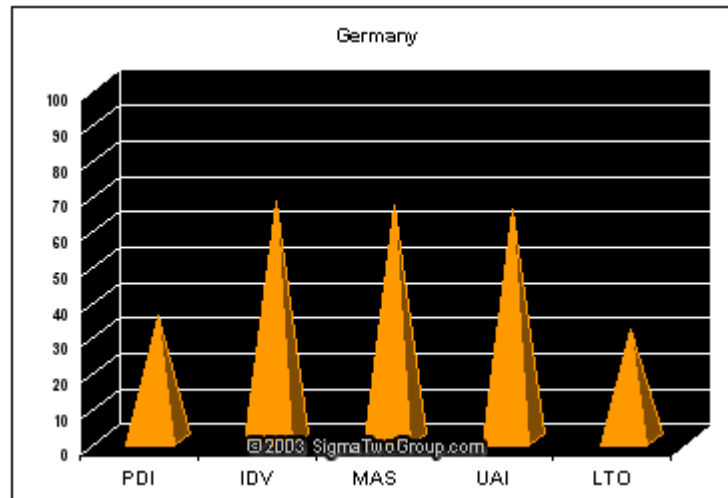
Behavior

- Punctuality is treated very casually in France.
- France is a highly stratified society, with strong definition and competition between classes.
- The French handshake is brief, and is accompanied by a short span of eye contact.
- Always shake hands when meeting someone, as well as when leaving. French handshakes are not as firm as in the United States.
- The French have a great respect for privacy. Knock and wait before entering into a room. Additionally, do not "drop in" unannounced. Always give notice before your arrival.
- Business can be conducted during any meal, but lunch is best.
- Avoid drinking hard liquor before meals or smoking cigars between courses. The French believe this permeates the taste buds, compromising the taste of the meal.
- Gift giving is left to the foreigner's discretion.
- Good gifts to present include books or music, as they demonstrate interest in intellectual pursuits.

Communications

- French is the official language in France.
- If you do not speak French, it is very important that you apologize for your lack of knowledge.
- Most individuals in business speak English.
- The French have a great appreciation for the art of conversation.
- The French frequently interrupt each other, as the argument is a form of entertainment.
- The French often complain that North Americans lecture rather than converse.
- Be sensitive to the volume of your voice. Americans are known to offend everyone in a restaurant, meeting, or on the street with their loud voices and braying laughter.
- Eye contact is frequent and intense, and can often be intimidating to North Americans.

Geert Hofstede Analysis Germany



Appearance

- Business dress in Germany is very conservative.
- Businessmen wear dark suits; solid, conservative ties, and white shirts.
- Women also dress conservatively, in dark suits and white blouses.
- Chewing gum while talking to someone is considered rude.
- Don't be surprised if occasionally you see a fashion statement with white socks being worn with a dark suit.

Behavior

- Germans are strongly individualistic.
- The German thought process is extremely thorough, with each aspect of a project being examined in great detail. This process is often times very time-intensive. However, once the planning is over, a project will move very quickly and deadlines are expected to be honored.
- Germans do not like surprises. Sudden changes in business transactions, even if they may improve the outcome, are unwelcome.
- German citizens do not need or expect to be complimented. In Germany, it is assumed that everything is satisfactory unless the person hears otherwise.
- Punctuality is necessity in Germany. Arrive on time for every appointment, whether for business or social. Being late, even if it is only by a few minutes, is very insulting to a German executive.
- In business situations, shake hands at both the beginning and the end of a meeting. Additionally, a handshake may be accompanied with a slight bow. Reciprocating the nod is a good way to make a good impression, as failure to respond with this nod/bow (especially a superior) may get you off to a bad start. Be sure to

look directly into the person's eyes while shaking hands.

- When being introduced to a woman, wait to see if she extends her hand.
- Business is viewed as being very serious, and Germans do not appreciate humor in a business context.
- In business meetings, age takes precedence over youth. If you are in a group setting, the eldest person enters first.
- Germans keep a larger personal space around them, approximately 6 inches more space than North Americans do. *However*, it is not unusual that when in line at a store cash register, Germans will crowd up very close to the person in front of them.
- People that have worked together for years still shake hands each morning as if it were the first time they met.
- German men frequently greet each other with **Herr** 'last name', even when they know each other very well.
- Germans are able to consume large quantities of beer in one evening, but public drunkenness is *not acceptable*. It is best to know your limits, especially in Bavaria where two liters of beer is an ordinary evening. Pace yourself and eat plenty of food.
- Typically, you do not wait to be seated in German restaurants, and it is *not uncommon* to share a table with strangers. However, most Germans will think it odd if you try to initiate a conversation with them beyond just establishing that the chairs are available.

Communications

- German is the official language.
- Approximately ninety-nine percent of the population speaks German. However, there are several different dialects in the various regions.
- Germans love to talk on the telephone. While important business decisions are not made over the phone, expect many follow up calls or faxes.
- Germans guard their private life, so do not phone a German executive at home without permission.
- Titles are very important to Germans. Do your best to address people by their full, correct title, no matter how extraordinarily long that title may seem to foreigners. This is also true when addressing a letter.

Geert Hofstede Analysis

Hofstede's Dimension of Culture Scales

Country	Power Distance	Individualism	Uncertainty Avoidance	Masculinity	Long term orientation
Arab countries	80	38	68	53	
Argentina	49	46	86	56	
Australia	36	90	51	61	31
Austria	11	55	70	79	
Belgium	65	75	94	54	
Brazil	69	38	76	49	65
Canada	39	80	48	52	23
Chile	63	23	86	28	
China, Mainland					118
Colombia	67	13	80	64	
Costa Rica	35	15	86	21	
Denmark	18	74	23	16	
East Africa	64	27	52	41	
Equador	78	8	67	63	
Finland	33	63	59	26	
France	68	71	86	43	
Germany FR	35	67	65	66	31
Great Britain	35	89	35	66	25
Greece	60	35	112	57	
Guatemala	95	6	101	37	
Hong Kong	68	25	29	57	96
India	77	48	40	56	61
Indonesia	78	14	48	46	
Iran	58	41	59	43	
Ireland	28	70	35	68	
Israel	13	54	81	47	
Italy	50	76	75	70	
Jamaica	45	39	13	68	
Japan	54	46	92	95	80
Malaysia	104	26	36	50	
Mexico	81	30	82	69	
Netherlands	38	80	53	14	44
New Zealand	22	79	49	58	30
Norway	31	69	50	8	
Pakistan	55	14	70	50	

Panama	95	11	86	44	
Peru	64	16	87	42	
Philippines	94	32	44	64	19
Poland					32
Portugal	63	27	104	31	
Salvador	66	19	94	40	
Singapore	74	20	8	48	48
South Africa	49	65	49	63	
South Korea	60	18	85	39	75
Spain	57	51	86	42	
Sweden	31	71	29	5	33
Switzerland	34	68	58	70	
Taiwan	58	17	69	45	87
Thailand	64	20	64	34	56
Turkey	66	37	85	45	
Uruguay	61	36	100	38	
USA	40	91	46	62	29
Venezuela	81	12	76	73	
West Africa	77	20	54	46	16
Yugoslavia	76	27	88	21	