



Sylvia Schroll-Machl  
**Doing Business with Germans**  
Their Perception, Our Perception

3<sup>rd</sup> edition 2008. 221 pages with 10 figures and 1 table, Paperback  
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As globalisation becomes more pervasive in everyday life, many people are faced with challenging new situations: Cultural differences no longer fascinate only tourists and intrigue academics. The impact of globalisation has become, to a large extent, a part of our daily life, particularly in the business world.

This book sheds light on the two sides of German business partnerships in intercultural settings. On the one hand it deals with people working with Germans from their home country as well as with expatriates who have come to live and work in Germany. On the other hand it portrays Germans who have business relations all over the world negotiating with people in business meetings or via telecommunications.

What is “typically German”? How do other people perceive me as a German? This book will help you to achieve intercultural competence, that means: understanding of the cultural standards of others and insight into one’s own culture.

Based on her academic training and many years of experience, Sylvia Schroll-Machl describes real-life situations that foreigners have experienced with Germans and explains, what Germans actually mean when they say and do particular things. The author also investigates the cultural and historical background which has shaped the German identity.

#### **SUMMARY**

Sylvia Schroll-Machl writes about German cultural standards. Although her work is empirically ascertained and presented in a systematic way, she is able to maintain a certain self-critical levity. Her target groups are Germans and foreigners, who vocationally have something to do with Germans. Her goal is to promote mutual understanding and to offer assistance for intercultural interactions.

#### **THE AUTHOR**

Sylvia Schroll-Machl, PhD, is a psychologist who works as a freelance trainer and coach for various companies, organisations and ministries. She offers courses in intercultural training and human resource development. She is currently teaching at several universities and is a member of the Society for Intercultural Education, Training and Research (SIETAR) and the Sociological Study Group for International Problems (SSIP).

#### **READERSHIP**

All non-Germans living and working with Germans. All Germans working and dealing with foreign colleagues or customers. Anyone preparing for a professional foreign assignment. All persons responsible for personnel; managers, specialists and executive staff; intercultural coaches.

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