EXERCISE 4
DOING BUSINESS IN ARGENTINA
BIFE AUSTRAL DEAL

CROSS-CULTURAL MANAGEMENT 20/21

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Session to be held on 25th March 2021

Individual activity:
Answers to the questions must be uploaded to the *Aula Virtual* within the first 90 minutes of the session.

1. A lack of specific knowledge about foreign countries can lead to cultural mistakes, misunderstandings, tensions and conflicts. Identify the characteristics of Argentina (animosities, practices, habits, etc.) that are unique to the country and that John ignored. Explain how this lack of knowledge affected the deal.

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2. Identify cultural dimensions from any classification (e.g. Hofstede, GLOBE, Gesteland, Trompenaars, etc.) which illustrate the differences between Argentina and the US that affect behaviour, communication, leadership styles, and managerial practices, etc. Refer to specific situations in the above case that illustrate these differences.

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