What comes to mind when you think of the US and/or the typical American?

Do you believe that the above stereotypes and stereotypes in general are always accurate?
be more aware of cultural differences between the US and your own country;

use vocabulary to describe (US) culture;

be better prepared for business travels and meetings with American business partners.
<table>
<thead>
<tr>
<th>Vocabulary</th>
<th>Definition</th>
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<tbody>
<tr>
<td>westernized</td>
<td>to influence with ideas, customs, practices, and/or characteristic of the Occident or of the U.S</td>
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<tr>
<td>dominance</td>
<td>rule; control; authority</td>
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<tr>
<td>influence</td>
<td>the action or process of producing effects on the actions, behavior, and/or opinions of others.</td>
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<tr>
<td>consumerism</td>
<td>the fact or practice of an increasing consumption of goods</td>
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</table>
• The **diversity** of the United States inspired its reputation as a 'melting pot' of different cultures.

• **Consumerism** is so common in this country it's no wonder people are so unhappy.

• The **westernization** of Asian countries has eroded some aspects of Asian culture.

• While **tipping** is not mandatory in most of the United States, it is customary at almost all sit-down restaurants.

• Why is the American market so **dominant** within the force of globalization?

• **Casual** dress is not appropriate for this function.
• Name at least three traits that describe the US business culture.
• What is the best way to introduce yourself when meeting someone for the first time?
• What is important about the communication style? Why shouldn’t you discuss your problems?

Now answer these same questions about your culture and point out the differences between your business culture and the business culture of the US.
America is ultimately a nation of immigrants. Not only is the country populated by people from foreign countries but all Americans in one way or another trace their ancestry back to another culture. Looking around any major city one will notice the ‘melting-pot’ that it is.

In America, time is very important. Americans ascribe personality characteristics and values based on how people use time. For example, people who are on-time are considered to be good people, reliable people who others can count on.