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### **Doing Business with Germans**

Focus on the task. The task is the central and dominant issue in all business interactions and also determines the style of communication. The relationship level assumes a more subordinate role in professional life. Germans usually think that operating at the task level should form the basis of all business contacts.

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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.

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Product Information. 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.

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