



# Tartans in Thailand: Pernod Ricard's Thai Whiskey War of 2007

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### QUICK REVIEW

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#### POPULATION

- China / Vietnam
- More than 68 million people

#### LANGUAGE

- Thai / Siamese

### GENDER ROLES

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#### WOMEN AND MEN IN OLD THAILAND

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- Role of Woman
- Role of Man
- Baby girl
- Baby boy

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### GENDER ROLES

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# QUICK REVIEW

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## POPULATION

- China / Vietnam
- More than 68 million people

## LANGUAGE

- Thai / Siamese
- Bangkok dialect
- Use of different shades to distinguish words

## RELIGION

- Buddhism
- The King and Buddhism

## ART

- Paintings
  - India / Sri Lanka
  - Religious issues
- Dance

## COMMUNICATION STYLE

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# **GENDER ROLES**

## **WOMEN AND MEN IN OLD THAILAND**

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- Role of Woman
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- Baby girl
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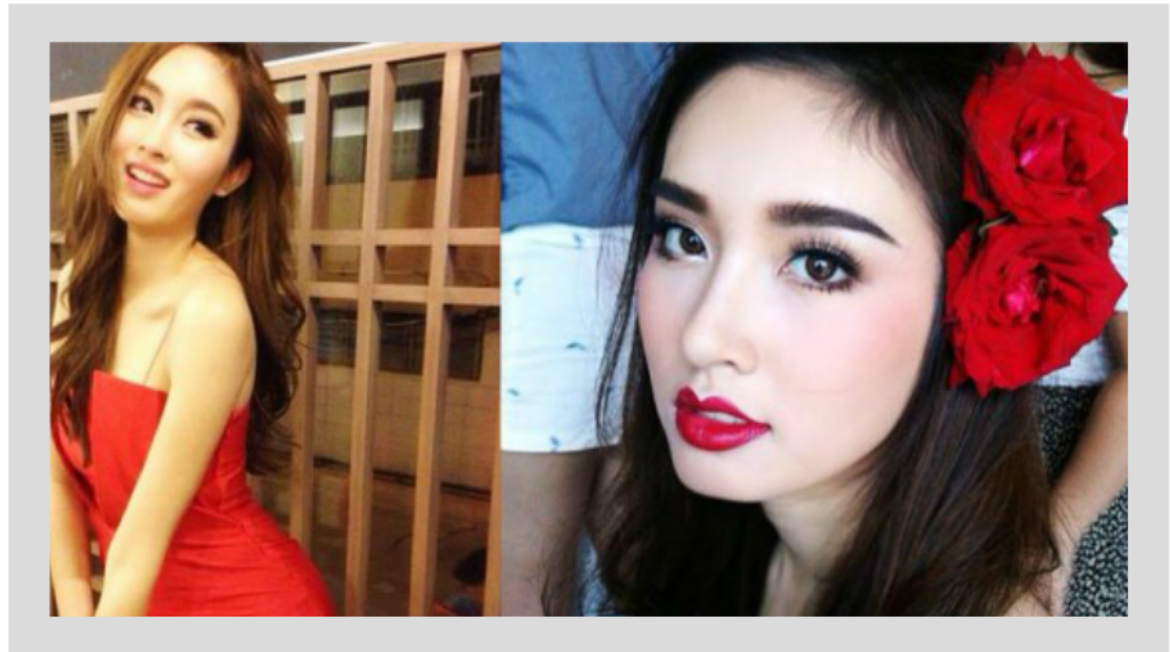
# GENDER ROLES

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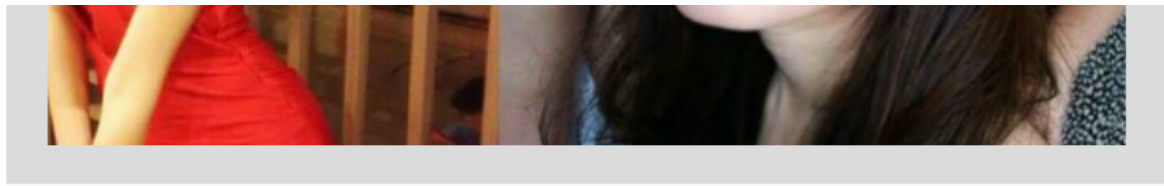
## THAILAND TODAY

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- Roles have changed
- Egalitarian relationships
- Homosexuality
  - *Kaotey*
  
- Harmonious relationship
- Feelings + compromise



- Harmonious relationship
- Feelings + compromise



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## 10 Things not to do in Thailand!!!

Rule Nr. 2  
Never use your feet



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Rule Nr. 1  
Don't hug monks

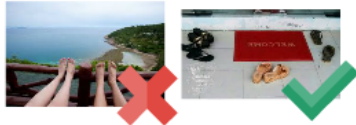


Rule Nr. 3  
Don't take your cloth off





**Rule Nr. 2**  
Never use your feet



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**Rule Nr. 4**  
Avoid potting with finger!



**Rule Nr. 5**  
Don't touch Thai's head



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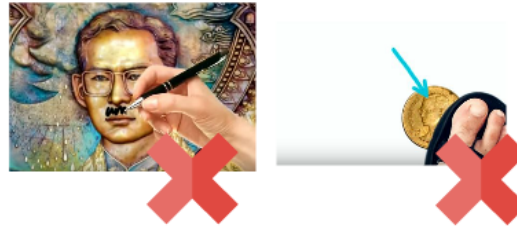
**Rule Nr.1**  
Don't hug monks



**Rule Nr. 3**  
Don't take your cloth off



**Rule Nr. 10**  
Don't disrespect the royal family



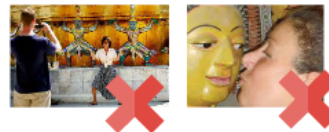
**Rule Nr. 7**  
Don't lose your temper



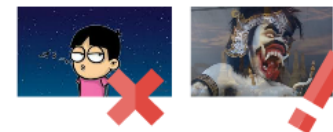
**Rule Nr. 8**  
Don't use fork



**Rule Nr. 6**  
No Buddha pictures



**Rule Nr. 9**  
Never whistle at night!



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# Rule Nr.1

Don't hug monks

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# Rule Nr. 2

## Never use your feet

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