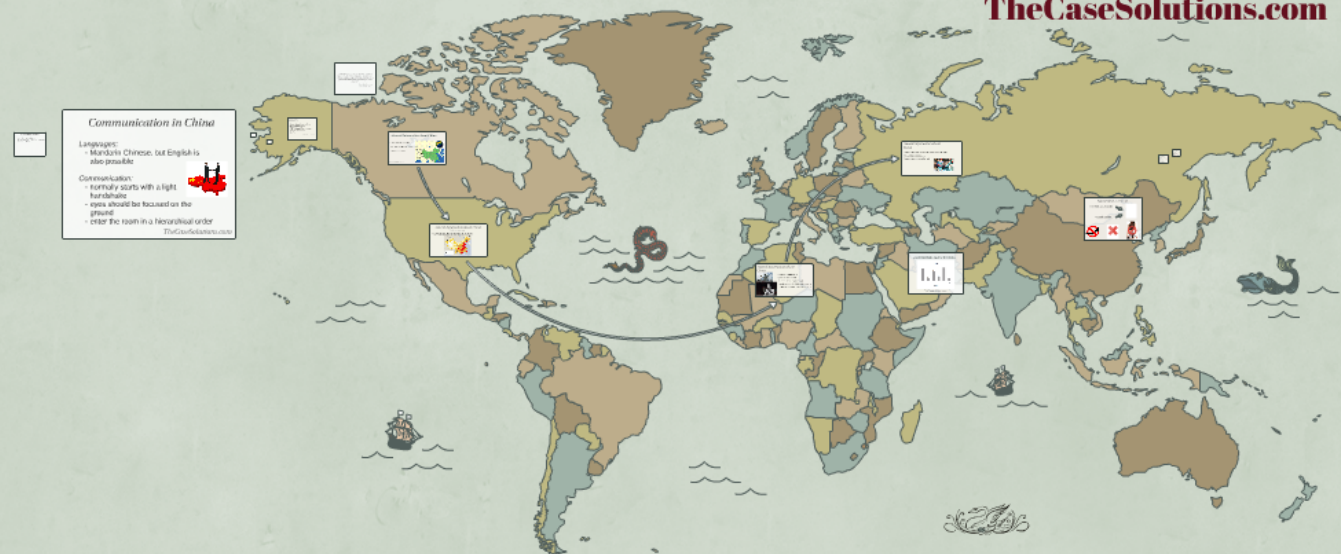
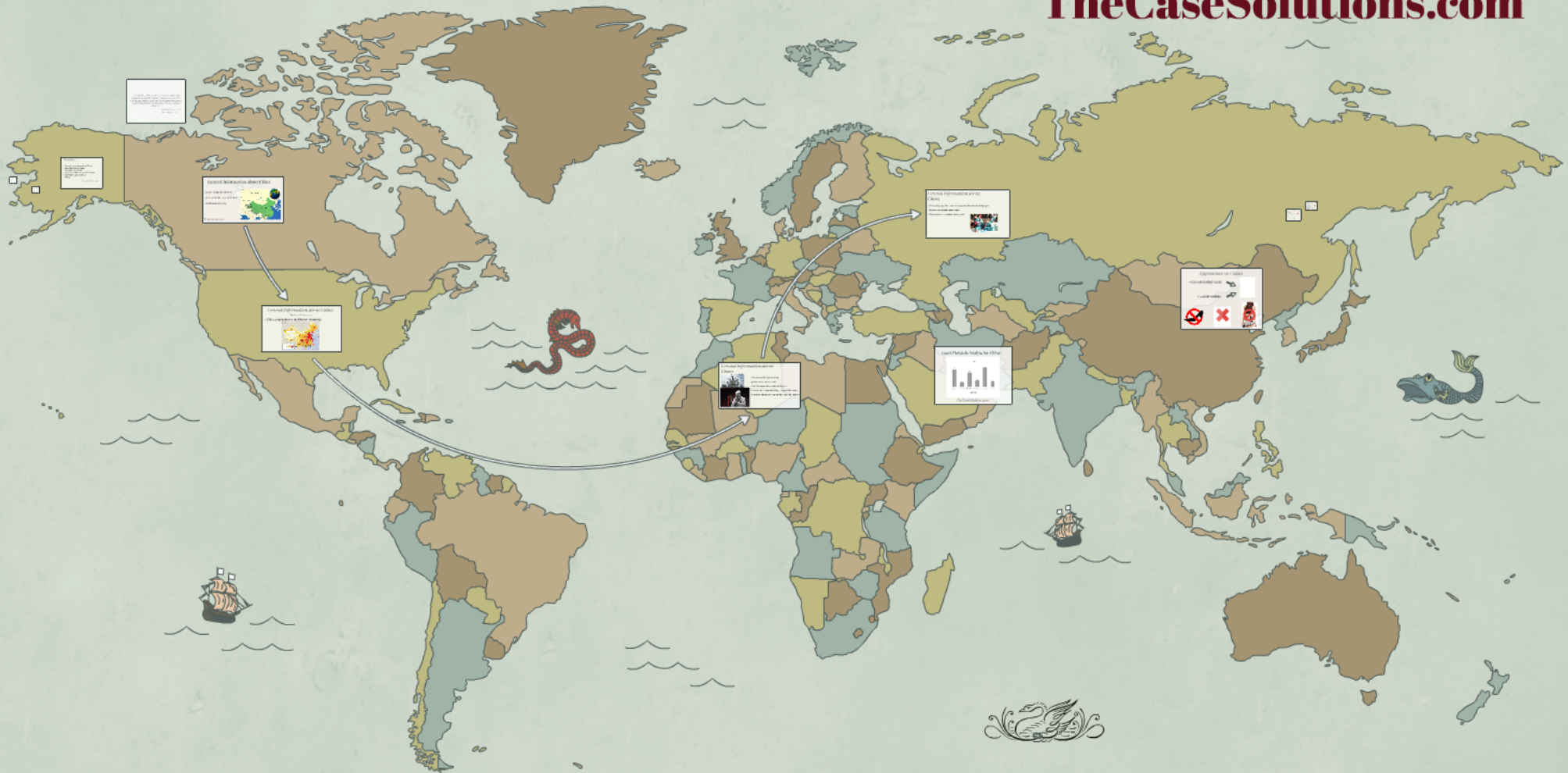


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## **Zappos.com 2009: Clothing, Customer Service, and Company Culture, Chinese Version**



# Zappos.com 2009: Clothing, Customer Service, and Company Culture, Chinese Version



*"In the West , there is such a premium on getting things done quickly, but when you come to work in China, you need to work on listening and being more patient and understanding of local ways of doing business."*

**by an American business man**

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# *Structure*

- *General information about China*
- *Geert Hofstede for China*
- *Appearance in China*
- *Appropriate Behaviour and Manners*
- *Communication in China*
- *Sources*

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# General Information about China

- known as Republic of China
- with about 1.3 billion inhabitants
- multinational country



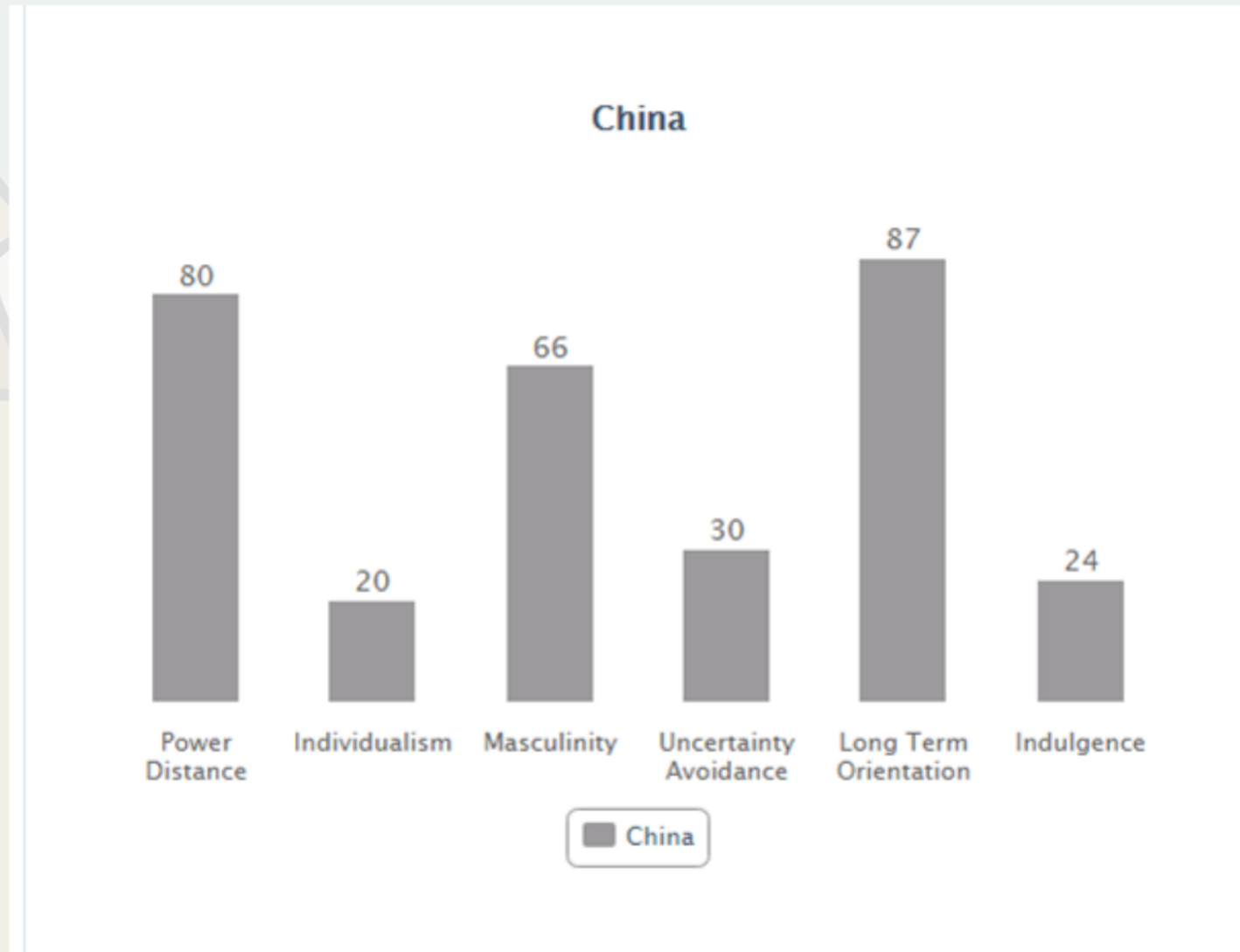
# *General Information about China*

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- China population is distributed unevenly



# Geert Hofstede Analyse for China








# *Appropriate Behaviour & Manners*



## **In business:**

- 1st introducing yourself
- Chinese do not speak with hands 
- do not point on someone 
- do not use index finger, use open palm
- do not discuss business at meals
- be polite
- do not interrupt 





# *Communication in China*

## *Languages:*

- Mandarin Chinese, but English is also possible

## *Communication:*

- normally starts with a light handshake
- eyes should be focused on the ground
- enter the room in a hierarchical order

