

Key Elements of the Mexican Business Culture

Section 3 examines the overall cultural picture as a preamble to an in-depth treatment of individual values. Five key elements are identified:

1. Family
2. Trust
3. Respect
4. Heritage
5. Regional Influences

Each of these elements of Mexican culture is separately in Sections 4 through 8.

Practical Strategies

When the cultural challenge and the key elements of Mexican business culture are fully understood, the last step is to consider the practical consequences. Section 9 presents suggestions about how this cultural knowledge can be put to work by Canadian companies operating in Mexico.