Section 5: The Prerequisite of Trust	
Relationships, Contacts, Networks and Influence	26
The "Old-boys Club"	26
Social Networks as Business Networks	26
Socializing	27
Loyalty	28
Business Ethics and Corruption	28
Section 6: Respect	
Status and Hierarchy	29
Fear of Offending	30
The Meaning of "Yes"	30
Time	31
Dignity and Image	32
Respect for Women	
Doing Business as a Woman	33
Forms of Address	34
Section 7: Heritage	
Mistrust of Foreigners	36
Perception of Canada and Canadians	36
Religion	37
Political Culture	37
A Country in Transition	38
The Business Transformation	39
The Political Transformation	40
Section 8: Regional Influences	
Northern Region	42
West Central Region	42
Southern Region	
Mexico City	4 3
Mexico-US Border	43
Emerging Provincial Cities	43