
Table of Contents

Section 1: Introduction

What is Culture?	2
Values vs. Behaviours.....	3
Overview of the Program	4
Challenges Facing Canadian Business	4
Key Elements of the Mexican Business Culture	5
Practical Strategies	5

Section 2: The Cultural Challenge

Risks of Ignoring Cultural Differences.....	8
Benefits of Anticipating Cultural Differences	10
Dimensions of the Cultural Challenge	11
Cultural Challenges on Four Fronts.....	13
A Micro vs. Macro Approach to Cultural Challenges	14
Sources of Cultural Information.....	15
Research	16
Experience	16
Experience of Others	16
Books and Guides	17
A Mexican Partner.....	17
Consultants	17

Section 3: Elements of Mexican Culture

Section 4: The Family

Priorities	21
Support Structures	22
Identity	23
Social Position	23
Networking.....	23