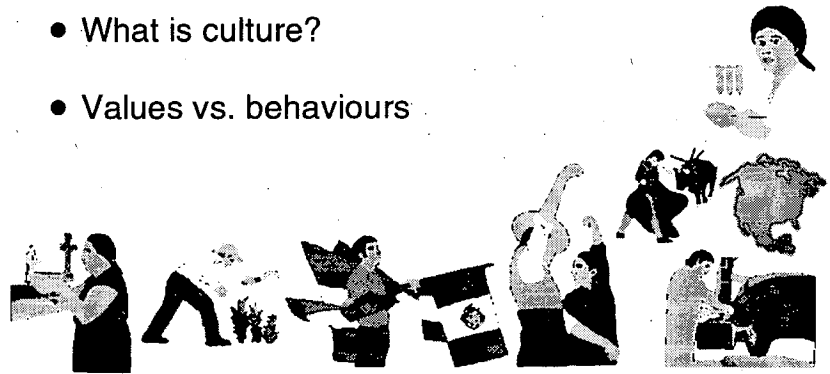


- What is culture?
- Values vs. behaviours



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Even though these cultural rules are informal and unwritten, they profoundly affect the way people communicate and behave. In particular, they affect the way people conduct business. We study other cultures as a means of understanding the unspoken messages that are being communicated or that we might unintentionally send. We also seek to understand the underlying principles that motivate the behaviour of the people we do business with. Because those values are vastly different from those that have been passed down to us as Canadians, this requires systematic study.

These issues apply to any foreign market, but Mexico's business culture is particularly complex. The nation has recently emerged from decades of protectionism. It has been slower than many other countries in adopting international business styles. Moreover, it is in the midst of radical economic transformation involving trade liberalization, deregulation and privatization. As these new rules of doing business take hold, the business culture is changing. This means that elements of the "New Mexico" and the "Old Mexico" exist side by side in the business culture.