Stereotypes display a general trend in society.

- Germany: you wouldn't start a meeting with a joke.
- Jokes don't translate in language or culture.
- Humour is not culturally neutral.
- There is nothing good or bad about culture. There are only differences.
- Understanding cultural differences are often the determining factors in success or failure in business.
- Culture = collective programming of the human mind. Taught behaviour.
- Like those pictures that have more than one image if you take some time to examine them, if you pause and wait a little longer, maybe looking a second time at a culture might teach you a lot more.
- Culture is about the management of perceptions.

Example: the expectations of a French manager is that he or she is much more knowledgeable, whereas in the US, if a subordinate asks his or her manager a question, an answer of "I don't know" would be ok.

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Two cultural Dimensions (Professor Geert Hofstede):
1) Power of distance or hierarchy
2) Uncertainty avoidance

Hypothetical Situation: A person from an egalitarian hierarchy addresses someone from a strong hierarchy. The person from a strong hierarchy will have to go "Up" in order to give an answer because he/she can't just go directly to his boss and ask. They would have to ask someone above them to ask someone above them and so on. This will take time and may seem as if the person from a strong hierarchy is being lazy.

If it is the other way round, the strong hierarchy may get surprised by a quick answer from the weak hierarchy, and may have doubt/suspicions. Hence, he/she may insist on asking again.

The amount of rules and structure that people within this culture appreciate:
- In Germany, everything is forbidden, unless it is allowed.
- In the UK, everything is allowed, unless is is forbidden.
- In France, everything is allowed, even if it is forbidden.
- UK does not have a written constitution that goes with Common Law
- In the Netherlands, everything is tolerated, even if it is forbidden.

[https://www.youtube.com/watch?v=MB6NXzGKMKg&nohtml5=False](https://www.youtube.com/watch?v=MB6NXzGKMKg&nohtml5=False)