

## **BCOM 275 Cultural Evaluation-Japan**

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Japanese culture is very diverse from that of American culture. Japan is a country with approximately 125 million people packed very tightly in a small area. By nature they are an introverted people and are generally not receptive to people outside of their culture. Much like in India, Japanese business relies heavily on loyalty and established relationships.

Comparing Japan to that of the United States and how we interact culturally is like comparing apples to oranges. One of the biggest differences culturally is how we conduct business. In Japan, business cannot be conducted until after business cards, called meishi, have been exchanged. By contrast in the United States we often give