Oxford dictionary defines culture as “The arts and other manifestations of human intellectual achievement regarded collectively.” Each society, country, and culture have numerous nuances that can be difficult for the others to understand.

Managers in today’s multicultural global environment constantly encounter cultural differences, which may create barriers in communication and eventually lead to business failures. To become a successful global manager, you need to equip yourself with necessary knowledge to develop your culture competence.

For years, scholars have been studying country cultures. Several theories were developed, such as Geert Hofstede’s culture dimensions ([http://geerthofstede.com/landing-page/ (Links to an external site.)](http://geerthofstede.com/landing-page/)) and Edward T. Hall’s cross-culture theory ([http://halltheory.wikia.com/wiki/Hall's\_Cross-Cultural\_Theory\_Wiki (Links to an external site.)](http://halltheory.wikia.com/wiki/Hall%27s_Cross-Cultural_Theory_Wiki)). Besides the websites mentioned above, you can get yourself further familiarized with those theories by checking out the following video clips:

Hofstede’s culture dimensions

* <https://www.youtube.com/watch?v=6gJzRS0I7tA>

Hall’s low-context and high-context theory

<https://www.youtube.com/watch?v=uMGu89XBcT0&t=3s>