

Table of Contents

Introduction (<i>Milena Bočánková</i>)	5
I. Cultural dimensions of Geert Hofstede and Fons Trompenaars (<i>Milena Bočánková</i>) . .	7
II. Non-verbal communication (<i>Milena Bočánková</i>)	25
III. Global Mindset and Intercultural Competencies (<i>Marta Sinclair</i>)	31
IV. Typical Features of Czech Business Culture (<i>Milena Bočánková</i>)	41
V. The United Kingdom of Great Britain (<i>Ian Quigley</i>)	49
VI. The Republic of Ireland (<i>Ian Quigley</i>)	59
VII. The United States of America (<i>Shelly Gussis</i>)	61
VIII. Japanese culture (<i>Milena Bočánková</i>)	81
IX. Chinese culture (<i>Milena Bočánková</i>)	105
X. Arab culture (<i>Jiří Tomek</i>)	129