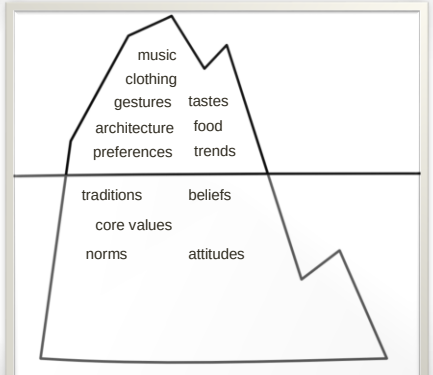
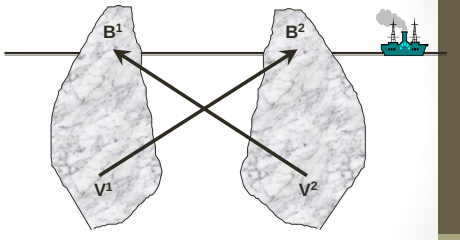


We need to:

- appreciate visible differences
- be aware of invisible ones
- interpret these in ***their*** context

ICEBERG THEORY

OHT 3

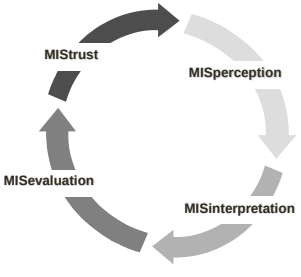


B = Behaviour (what you do and say)
V = Values (beliefs about what is right to do and say)

A WORLD OF DIFFERENCE: WORKING SUCCESSFULLY ACROSS CULTURES

THE MIS FACTOR

OHT 4



A WORLD OF DIFFERENCE: WORKING SUCCESSFULLY ACROSS CULTURES