

Chapter 5 - Assessing Potential Markets: The Cultural Environment

Organization	Weblink
ABBA	http://www.abbasite.com/start/
Academie Française	http://www.academie-francaise.fr/
Alfred Dunhill	http://www.dunhill.com/
Bayer	http://www.bayer.com/page52.htm
Benetton	http://www.benetton.com/
Business Behavior	http://www.worldbiz.com/
Delta Airlines	http://www.delta.com/
Etienne Aigner	http://www.etienneaigner.com/
Euro Disney	http://www.disneylandparis.com/uk/introduction.htm
Evans & Sutherland Computer Corp	http://www.es.com/
Global Corruption Report	http://www.globalcorruptionreport.org/
Global Market Information Database	http://www.euromonitor.com/gmid.asp
Gucci	http://www.gucci.com/
Hoechst	http://www.hoechst.com/
Hofstede's five Dimensions of Culture	http://www.geert-hofstede.com/
International Business Etiquette and Manners	http://www.international-business-etiquette.com/
International Business Protocol	http://www.business-protocol.com/
Market Research Resource List	http://www.library.cornell.edu/johnson/library/fag/market_research.html
Marubeni	http://www.marubeni.com/company/index.html
McDonald	http://www.mcdonalds.com/corp.html
Melodiya	http://www.melodiya.ua/
Merlin-Gerin	http://www.merlingerin.com/
Monsanto	http://www.monsanto.com/
Nestlé	http://www.nestle.com/
Pirelli	http://www.pirelli.com/en_42/
Poiray	http://www.poiray.com/
Procter & Gamble	http://www.pg.com/
Siemens	http://www.siemens.com/
Tomen	http://www.tomen.co.jp/aboute/index.html
Unilever	http://www.unilever.com/company/ourcompany/
VAI	http://www.vai.at/
WiFi	http://www.wi-fi.org/OpenSection/index.asp
Zeneca	http://www.astrazeneca.co.uk/