

Dictation Unit 1.

Listen and the type in what you hear.

1. As companies grow, they often need to look for new markets outside their home country.
2. Many businesses enter international markets early to gain experience and reduce future risks.
3. Cultural differences strongly influence how people work, communicate, and make decisions.
4. Research has shown that even global companies can have very different workplace cultures.
5. Globalization has not eliminated cultural differences as much as people once expected.
6. Marketing mistakes often happen when companies ignore local language and cultural meanings.
7. A product that succeeds in one country may fail in another because of cultural preferences.
8. Managing employees from different cultures is more challenging than adapting advertising.
9. In some cultures, workers expect leaders to be very direct and authoritative.
10. Companies that understand cultural differences can turn them into a competitive advantage.