Throughout the class, I have learned about the German business and how it varies from traditional American business. According to invited German business students, Germans are more direct and Americans are friendly in general. Cultural differences between two countries give challenges to business people considering doing business in other countries. Not considering cultural norms and practices, business people frequently make mistakes and ruin the business. I strongly recommend US business people not to have a small talk, consider the location and the age, and approach to Germans as same as to the others. With recommendations, U.S. business people will be successful doing in Germany.

Foremost, I do not recommend US business people to have a small talk or personal conversation with German business people. In United States, business partners talk and share more than a business. Business is considered as collaboration and teamwork, so partners spend extra time to have a meal or sit around and talk about their personal life. Having a small talk is a great way to get to know about each other and build relationships. However, German business people do not prefer to have a small talk. Many German business people are task-oriented and punctual, so they think a small talk is not worthy (Schroll-Machl). Germans prefer to get down to business and only engage in the briefest of small talk. They will be interested in people’s credentials (Kwintessential).

In addition, I recommend US business people to consider the location and the age of German business people while doing business in Germany. After the fall of Berlin wall, East and West Germany have been united. However, differences between locations still exist. Only 27 percent of eastern people thought that east and west Germany are “one people” during the past decades. Western people had a higher figure than eastern, but it was still not a majority (Bryant). Sam, the owner of Pluggi, also said that eastern Germany is more conservative than western Germany. While dealing with incoming refugees, western Germany was moderate, but eastern Germany had a louder voice (Hemat). It tells us that how eastern and western Germany are different from each other. US business people should be more conscious while doing business in eastern Germany. Also, the difference shows by not only the location but also the age. Robbie, a Managing director of Pirate Global, strongly does not recommend to share a perspective with old businessmen. German business people who are currently a senior manager position or higher have strictly conservative perspectives. When there is an inevitable situation that people have to talk to old German businessmen, people should share only a superficial knowledge socially and politically (Bouschery).

The last recommendation is that U.S. business people should not think that Germans business people have completely different perspectives from people in US. People need to approach to Germans as same as to the others. Every business person has a different perspective. During a discussion with German business students, there was a question asking how to approach to Germans and what is different from Americans. Robbie, who studied abroad in US during his high school, said that Germans are not far different from Americans. Differences come from what type of industry they work at and what types of personality they have, not from their nationality (Bouschery).

Through the articles, videos, and communication with German business students, I was able to tell similarities and differences between German and US business people. Three recommendations, not having a small talk, considering the location and the age, approaching to Germans properly, will guide US business people to be successful doing business in Germany.
Work Cited

Bouschery, Robbie. Personal interview. 15 Feb 2018.


Hemat, Samsoor. Personal interview. 15 Feb 2018.
