



# Working with Americans: How to build profitable business relationships

*Allyson Stewart-Allen, Lanie Denslow*

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Anybody who has ever done business with Americans can testify that there are more differences than similarities between Americans and most business cultures in the rest of the world. There are differences in cultures, values, etiquette and even "common" business language -- which is quite often, well, uncommon. When it comes to building relationships and doing business deals with Americans, understanding and appreciating these behaviors, culture and business manners is vital to success. Everybody wants to work with people they relate to, who they believe they can trust -- and ultimately who "speak my language". Working with Americans not only illuminates why Americans think and operate as they do, but also shows what you can do to play to your US colleagues' preferences and business practices.

This is the guide to understanding Americans in business, their culture and thinking which will make you a more informed and confident manager and envoy. With confidence enhanced, you can be more relaxed, have fun, and focus on building lasting, profitable relationships.

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