Intercultural Know-how and Understanding: The Basis for Negotiations with Partners from the US

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Abstract

In the ever-more connected and intertwined world, driven by specialization, economies of scale, and outsourcing, results are obtained through extensive communication and collaboration in international environment. We are witnessing successful complex business endeavors that rely on unobstructed and creative exchange of information and synergy of skills and resources. These processes are accomplished in international environment to a greater extent than ever. This calls for a deeper understanding of intercultural processes and communication for the purpose of achieving business results. This article aims to provide the guidance in negotiating with American partners, based on a number of structured interviews. Attempt was made to link major intercultural theories with practical experience of Austrian companies and individuals working with their United States (US) partners, as well as with self-assessment of a number of American business people. According to the best of our knowledge, there is a shortage of articles that deal with specific features of negotiating with American partners.

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