

Webquest:
Avoiding Mistakes in International Business

You are part of a group that has just been moved to the international trade branch of your company after displaying significant potential in other areas of the firm. Already, you are given your first project: to negotiate a contract with a foreign company in order to market your product internationally. However, because your group lacks experience in this aspect of the business, management is concerned about your group's knowledge of business etiquette and marketing issues and has asked your group to receive some basic training before negotiations take place.

International business etiquette and marketing issues are two of the most common sources of mistakes while conducting negotiations with a foreign company. This training is essential for anyone who wishes to become successful in their international business careers.

Since the deal your group will be negotiating could potentially be groundbreaking for your company, management has also promised a hefty bonus in return for a favourable contract. Of course, it is in your best interest to obtain this bonus, so diligently to achieve your goal!



The first step in your training is to go through the list of resources that has been prepared for you.

Later, your group will demonstrate your knowledge of business etiquette and marketing issues by creating multimedia presentations for your group's choosing.

After all this, your group will be deemed worthy to represent your company at the upcoming negotiations. Best of luck!



PROCESS:

1. How well do you know your business etiquette here in North America? Take this [interactive quiz](#) to test your knowledge.
2. Did you do well on that quiz? Regardless of your score, these two articles are bound to help you:
 - [Corporate Etiquette](#)
 - [Etiquette Abroad](#)
3. Now that you hopefully have a better idea of business etiquette when working here in North America or abroad, it's time to begin your research on a foreign company.
 - Note: Selecting a country with more differences in business etiquette will make it easier for you to prepare a creative presentation.
4. The following websites will help you get started in researching the business etiquette within your chosen country.
 - [Executive Planet](#)
 - [International Business Etiquette and Manners](#)
5. Create a multimedia presentation to introduce the differences in business etiquette between what occurs in North America and in your selected country.

Part II. Marketing Issues

6. Just for fun, here are some [translations mistakes and rumours](#) that have occurred when marketing to a foreign area.
7. To bring it closer to home, read this [case study](#) of how Hewlett Packard failed in a 2007 product introduction.
8. To display your knowledge of marketing issues, create an imaginary scenario of a marketing mistake that could realistically occur within your selected country.
 - This can be in the form of a television commercial, a billboard, or other types of media.

Part III. Knowledge Quiz

1. Create a short multiple-choice quiz to test the learning of the fellow students in your class.
2. These quizzes will be prepared before your presentation and distributed to the class after the presentations.
3. Everyone will be completing all the quizzes with the exception of their own and the results of these quizzes will for a small part of your total grade.