

# Download Cultures Consequences International Differences In Work Related Values

In his bestselling book *Culture's Consequences*, Geert Hofstede proposed four dimensions on which the differences among national cultures can be understood: Individualism, Power Distance, Uncertainty Avoidance and Masculinity. This volume comprises the first in-depth discussion of the masculinity dimension and how it can help us to understand differences among cultures. Keywords: Masculinity, Individualism, Cultures, Social structures, Status, Status, Gender, Cultural attitudes, Uncertainty, Cultural differences Suggested Citation: Suggested Citation Lonner, Walter J. and Berry, John W. and Hofstede, Geert H., *Culture's Consequences: International Differences in Work-Related Values* (1980). Culture influences both individual behavior and how businesses operate. Those working in both the business and policy arenas must understand other cultures and avoid ethnocentrism. CONTENTS Chapter Page About the Series 7 Preface 9 Summary of the Book 11 1. Values and Culture 13 2. Data Collection and Treatment 54 3.