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# **Interpreting the Party Line for Successful Business Communication in Different Cultures**





# Content of the paper

- Managing cultural diversity
- Importance of anticipating differences
- Overview of cultural peculiarities in Kazakhstan
- Results of survey among MBA students and teaching staff



# Conclusions

- While running businesses internationally, managers should seriously investigate the way people communicate and treat each other in other countries.
- For those who plan to enter Kazakhstan market, one of the crucial factors is knowledge of the cultural peculiarities of this country.
- The results of our research suggest that a more profound research should be conducted among different social groups in the key companies of Kazakhstan. Those who want to invest in Kazakhstan should be able to forecast behavior of the would-be partners and adapt their way of thinking to the local realities.

