

THE 10 MOST FUNDAMENTAL CULTURAL DIFFERENCES



1. IDENTITY



Individualist or Collectivist?



3. RISK

Uncertainty or Predictability?



2. AUTHORITY



Equality or Hierarchy?



Punctuality or People?

5. TIME

Long-term or Short-term?



4. ACHIEVEMENT

Cooperative or Competitive?



7. LIFESTYLE

Being or Doing?



6. COMMUNICATION

Direct or Indirect?



9. EXPRESSIVENESS

Neutral or Affective?



8. RULES

Universalist or Particularist?



10. SOCIAL NORMS

Tight or Loose?



Created by Jokim Schnoebbe.
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