

Cultural Vantage Points

How the West and East perceive each other's cultural values

WEST

EAST

EQUALITY
seems disrespectful



Relationships

HIERARCHY
seems oppressive

TASK-FOCUS
seems unkind



Time

EVENT-FOCUS
seems inconsiderate

HONESTY
seems rude



Speech

HARMONY
seems dishonest

INDEPENDENCE
seems stingy



Money

PATRONAGE
seems corrupt

EFFICIENCY
seems neglectful



Food

HOSPITALITY
seems ostentatious

GUILT-BASED
seems shameless



Ethics

SHAME-BASED
seems lawless