

**International Marketing
Country Notebook:
Cultural Analysis**

Categories of Analysis	Resources	Comments and notes on access
Cultural Analysis I. Introduction II. Brief discussion of the country's relevant history III. Geographical setting <ul style="list-style-type: none"> a. Location b. Climate c. Topography 	Department of State/ Background Notes http://www.state.gov/r/pa/ei/bgn/ World Fact (CIA) https://www.cia.gov/cia/publications/factbook/ World Bank Geohive http://www.geohive.com/charts/	Free on the web Free on the web(Also on Business Library Database page http://library.wustl.edu/units/business/databases.html at the bottom) Free on the web top right tab click on countries Free on the web
<ul style="list-style-type: none"> • Social Institutions <ul style="list-style-type: none"> ○ Family <ul style="list-style-type: none"> ▪ Nuclear family ▪ Extended family ▪ Dynamics of family <ul style="list-style-type: none"> • parental roles • marriage and courtship ▪ Female/male roles (changing?) 	Demographics through the International Data Base http://www.census.gov/ipc/www/idbnew.html (IDB) (created by US Census Bureau's International Programs Center)	Sociographic and demographic statistics for 227 countries and areas of the world Free on the web

Last updated: 9/27/2012

Need help? Contact Ron Allen allenron@wustl.edu or Margie Craig: craigm@wustl.edu

To set up remote access to subscription databases go to: <http://www.olin.wustl.edu/computing/remote/proxy.cfm>

For updates and changes to resources for this project, check our blog... http://wulibraries.typepad.com/kbl_classroom/

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d. Education <ul style="list-style-type: none"> i. Role of education in society <ul style="list-style-type: none"> 1. primary 2. secondary 3. higher education ii. Literacy rates 	UNESCO http://www.uis.unesco.org/profiles/selectCountry_en.aspx World Development Indicators (World Bank) United Nations Statistics Division	Free on the web Free on web Free on web
e. Political system <ul style="list-style-type: none"> i. Political structure ii. Political parties iii. Stability of government iv. Special Taxes v. Role of local government 	BBC Country Reports http://news.bbc.co.uk/1/hi/country_profiles/default.stm	Good for current political news
f. Legal System <ul style="list-style-type: none"> i. Organization of judiciary system ii. Code, common, socialist or Islamic law country? iii. Participation in patents, trademarks, and other conventions 	World Factbook World Legal Systems http://www.droitcivil.uottawa.ca/world-legal-systems/eng-tableau.php	Free on the web Click on English Free on the web

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g. Social Organizations <ul style="list-style-type: none"> i. Group behavior ii. Social classes iii. Clubs, other organizations iv. Race, ethnicity, and subcultures 	http://www.everyculture.com/	Free on the web
h. Business customs and practices	Doing Business(World Bank) The Doing Business database provides objective measures of business regulations and their enforcement. The Doing Business indicators are comparable across 155 economies. International Tax and Business Guides (Deloitte) TradePort	Free on the web at www.doingbusiness.org Guides by country Doing business in a foreign country
IV. Religion and aesthetics <ul style="list-style-type: none"> a. Religion and other belief systems <ul style="list-style-type: none"> i. Orthodox doctrines and structures ii. Relationship with the people iii. Which religions are prominent? iv. Membership of each religion v. Any powerful cults 	Library of Congress/ Country Studies World Fact book (CIA) www.Adherents.com	Free on Web Select a country or location in the box at the top of the page, then click on People in the gray navigation block Scroll about half way down the page and click on "Religion by location index"

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<ul style="list-style-type: none"> b. Aesthetics <ul style="list-style-type: none"> i Arts ii humanities 	http://www.everyculture.com/	Free on Web
<ul style="list-style-type: none"> V. Living conditions <ul style="list-style-type: none"> a. Diet and nutrition <ul style="list-style-type: none"> i. Meat and vegetable consumption rates ii. Typical meals iii. Malnutrition rates iv. Foods available 	Food and Agricultural Organization of the UN Unicef	Free on the web Free on the web
<ul style="list-style-type: none"> b. Housing <ul style="list-style-type: none"> i. Types of housing available ii. Do most people rent or own? iii. Do most people live in one-family dwellings or with other families? 	World Development Indicators (World Bank)	Look under Environment
<ul style="list-style-type: none"> c. Clothing <ul style="list-style-type: none"> i. National Dress ii. Types of clothing worn at work 	I'd just google this one with the name of your country and national dress...	

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d. Recreation, sports and other leisure activities <ul style="list-style-type: none"> i. Types available and in demand ii. Percentage of income spent on such activities 	Mintel Markets Try article databases, like Business Source Complete , searching on country name and name of sport or 'leisure activity' Passport GMID	For UK and Europe- limited reports on leisure activities Great source for international information on countries
e. Social security f. Health care	OneWorld Guides offer an introduction to relevant sustainable development and human rights issues, with pointers to more detailed content. World Development Indicators (World Bank)	Free on the web Free on the web

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