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# Making Sense of Iranian Society, Culture, and Business

*Hamid Yeganeh*

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Iran represents a large and emerging economy with a strategic location extending from the Persian Gulf to Central

Asia, a huge consumer market, tremendous natural resources, and numerous petrochemical and manufacturing industries, which require heavy investment and development. Understanding the Iranian business environment requires a holistic approach as in Iran society, culture, religion, economy, politics, and family are intimately intertwined. For this reason, the book adopts a broad scope and relies on a wide range of academic and professional resources to bring insights into the Iranian context. It tries to bridge theory and practice by offering a reasonable blend of academic perspective and practical expertise. It aims at offering an analytical, readable, quite comprehensive, and supposedly impartial account. This book consists of 14 chapters organized in two parts. Part 1 touches upon the broader social and historical conditions and moves progressively from the physical geography and current issues to sociopolitical system and geopolitical environment. Part 2 is devoted to more practical topics including Iran's national culture, negotiation and communication styles, economic system, energy market, nonoil sectors, business environment, and consumer behavior. While the chapters are interrelated, they stand fairly distinct from each other and offer the convenience of being consulted separately. This book is a valuable reference for business managers, investors, analysts, policy makers, scholars, students, expatriates, travelers, and all those who are concerned with the Iranian affairs.