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## **Managing cultural differences between UK and China: International Business Research for a company considering acquisition of a Chinese competitor**

*Matteo Fabbi*

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Project Report from the year 2011 in the subject Economics - International Economic Relations, grade: 73%, University of Westminster, course: BA Global Marketing, language: English, abstract: The report aims to achieve three main objectives: the first is to determine the cultural differences between China and UK based on the fundamental theories of culture; the second is to analyze the issues related to functional areas such as Marketing and Human resources with theories of cross-cultural management and the third is to provide solutions and recommendations to managers involved in similar situations. The scenario provided by the task has been identified by this report as the case of a cross-border MA companies between UK and China, where the UK Company will be the parental group and China, the target. Cross-border MA is defined as a project in which a firm from one country buys the entire asset or controls percentage of an enterprise in another country (Zhang Wang, 2004). When the cross-border MA happens, it becomes the main task for the enterprise to combine resources and operations. Main goal of this report is to provide insights for managing cultural differences in order to reduce the costs of a lousy cross-cultural management and eliminate the conflicts caused from cultural differences in multinational enterprise.