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The reason of this work is to investigate highlights of doing trade in different nations and districts of the world.

The social differing qualities of advanced humankind are expanding, and its constituent people groups are finding increasingly implies to protect and create their astuteness and social appearance. This inclination to protect social character affirms the common design that humankind, getting to be more interconnected and bound together, does not lose its social differences. Within the setting of these patterns in social improvement, it gets to be amazingly vital to be able to recognize the social characteristics of people groups in arrange to get it each other's attitude and achieve shared acknowledgment within the commerce circle.

In worldwide trade, the impact of culture shows itself actually at all levels, subsequently, the more differing the social field of doing trade, the more strongly social contrasts show themselves, the higher are the communication obstructions, the more basic are the necessities for the intercultural competence of faculty and particularly worldwide supervisors.

Doing commerce with accomplices from diverse nations of the world is conditioned by contrasts within the values of national societies, as well as the characteristics of the organizational behavioral sorts of their representatives. Let's see at the foremost exceptional contrasts on the cases of businessmen from a few nations of the world.

One of the nations characterized by a tall concentration of universal organizations is the Joined together States. The mindset of the tenants of this nation is showed in instruction and administration qualities. American businessmen are recognized by autonomy and freedom, solid competition and a want to win. Their victory is specifically decided by the sum of wage, so the US businessmen are active in conducting trade and transactions and don't continuously appear reasonable tirelessness [1].

The style of doing business in some Western European countries seems to be a striking contrast against the background of open and energetic businessmen from the USA. 102

Representatives of the pedantic, punctual, rational and extremely thrifty German nation retain their traditional mentality during any business visits and acquaintance with potential partners. Restraint, strict observance of obligations and etiquette of business communication is a characteristic feature of German residents. Organization helps German businessmen to behave consistently when concluding transactions, with the most precise elaboration of all the nuances of contractual relations [2].

In turn, the national identity of businessmen of the land of the rising sun is reflected in all areas of their activities. The subtleties of the Japanese character manifest themselves almost everywhere and are represented by discipline, a sense of responsibility and enviable self-control. A striking distinctive feature of Japanese businessmen is the tradition of unquestioning submission to authority. During negotiations and when concluding deals, they behave extremely cautiously, with some degree of suspicion.

The research results prove that when conducting international business, it is worth paying attention to the culture and national characteristics of partners from other countries. Knowledge of the national and

psychological nuances of doing business in different countries allows you to negotiate extremely effectively, as well as to avoid failures in business transactions.

### **References**

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