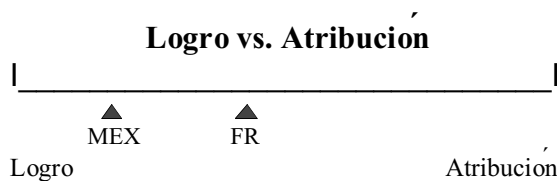
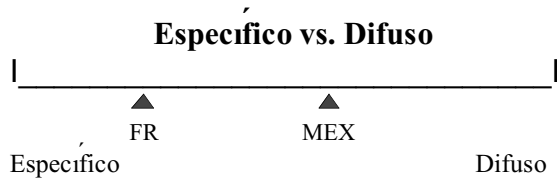
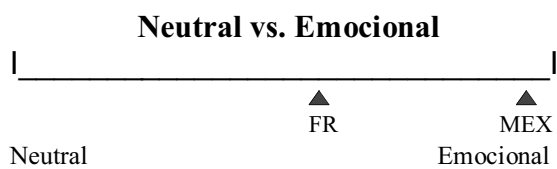
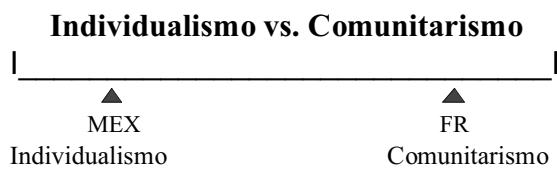
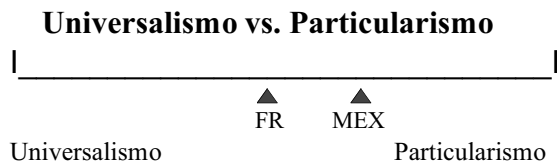


ANEXO 4 : CONCEPTOS DE TROMPENAARS

Anexo 4 : Trompenaars' Relationship Orientations on Cultural Dimensions



Source : Adapted from information found in Fons Trompenaars, *Riding the Waves of Culture* (New York: Irwin, 1994) and Charles M. Hampden -Turner and Fons Trompenaars, "A World Turned Upside Down: Doing Business in Asia", in Pat Joynt and Malcolm Warner (eds.), *Managing across Cultures: Issues and Perspectives* (London: International Thomson Business Press, 1996), pp. 275-305.