



Training Topics:

- Description about American History events
- American Industry
- United States (Culture)
- Celebrations and Holidays
- Education
- People
- Americanisms
- American English Word & Colloquialisms
- Description of American Holidays from an Immigrant's Perspective

Understanding the American Customer

- Concepts of Time
- Paradigms of Thinking
- Components of Culture
 - Orientation of Action
 - Process of Decision Making
 - Temporal Orientation
 - Work and Play
 - Motivation
 - Personal Relationships
 - Support Structure
 - Crossing Gender & Class Boundaries
 - Equality
 - Proxemics – Personal Space
 - Informality
 - Co-operation
 - Eye-Contact
 - Humor
 - Need to be Liked
 - Religion
 - Self-Image
 - Physical Attributes
 - Aspects of Culture
 - Materialism
 - Instant Gratification
 - Success