

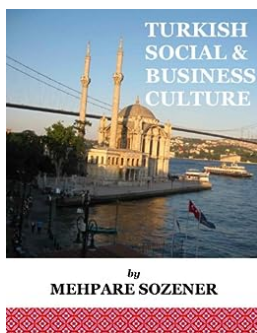
Turkish Social and Business Culture: The Key to Thriving in the Turkish Market

 Turkish Social and Business Culture: A Vibrant Blend of Tradition and Modernity

When it comes to doing business in Turkey, understanding the local social and business culture is crucial for success. With a rich history and a unique blend of Eastern and Western influences, Turkish culture presents both challenges and opportunities for businesses looking to thrive in this vibrant market. This article aims to explore the various aspects of Turkish social and business culture, providing insights and tips to navigate the complexities and unlock the secrets of success.

1. Traditional Turkish Values

Turkish society is deeply rooted in tradition and family values. Respect for the elderly, hospitality, and strong family ties are highly regarded. When conducting business in Turkey, it is essential to acknowledge and demonstrate respect for these values. Building personal relationships through networking and establishing trust is crucial in Turkish culture.



TURKISH SOCIAL and BUSINESS CULTURE

by Manuela Segal (Kindle Edition)

★★★★☆ 4 out of 5

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Screen Reader : Supported

Enhanced typesetting : Enabled

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2. Hierarchy and Respect

In Turkish business culture, hierarchy plays a significant role. It is essential to exhibit respect towards authority figures, such as senior executives and managers. Business decisions are generally made from the top, and the opinions and guidance of those higher in the hierarchy are highly valued. Building professional relationships and connections within the hierarchy is crucial for success.

3. Communication Style

Effective communication is key in the Turkish business world. Turks value face-to-face interactions and place great importance on nonverbal cues and body

language. It is common to engage in small talk and build personal connections before addressing business matters directly. It is also important to be mindful of tone and avoid confrontational or aggressive approaches.

4. Business Etiquette

When it comes to business etiquette, Turks value punctuality and expect others to show the same respect for time. Dressing professionally is also essential, as appearances play a significant role in making a good impression. Moreover, exchanging business cards is customary in Turkish culture, and it is considered impolite to decline or dismiss a business card without examining it first.

5. Socializing and Networking

Turks place great importance on building personal relationships, both in and outside of the workplace. Networking events, dinners, and socializing after work are common practices. These social gatherings provide an opportunity to establish trust and build connections that can lead to future business collaborations.

6. Gender Roles

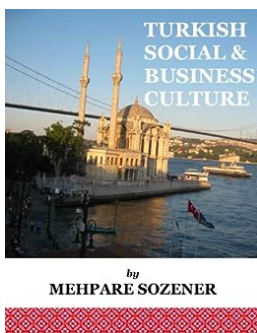
While progress has been made towards gender equality, traditional gender roles still influence Turkish business culture. In many industries, men hold dominant positions, and socializing activities may often exclude women. However, it is important to note that more women are breaking these barriers and establishing successful careers in Turkey.

7. Religion and Culture

Religion, particularly Islam, plays a significant role in Turkish society. Being aware of and respectful towards religious practices and customs is essential when conducting business in Turkey. Taking the time to understand and learn about

Turkish culture, traditions, and values will significantly contribute to successful business relationships.

Turkish social and business culture is a fascinating blend of tradition and modernity. By understanding and embracing the unique values, etiquette, and communication style of Turkey, businesses can significantly enhance their chances of success. Building personal relationships, respecting hierarchy, and adapting to the local customs are essential for thriving in the Turkish market. Now armed with these insights, it is time to unlock the secrets of success and embark on a fruitful business journey in Turkey.



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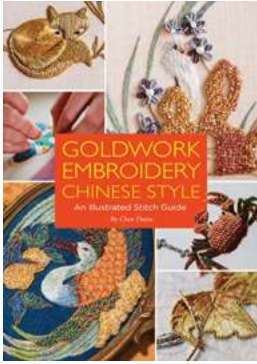
Turkey, which is located in two continents; Asia and Europe, has always been a bridge between East and West. It is the most civilized Eastern and the most traditional Western country.

The aim of this book is to explain the beliefs, attitudes and traditions in both Turkish social and business life. It will help you better understand how Turkish people think and react, what makes them upset, what the taboos are, and how business life works in Turkey. It is full of hints and insight that will make them open their doors and hearts to you.

If you want to be more than just a traveler, then learn and absorb knowledge about a unique mosaic-like culture which is famous for its hospitality.

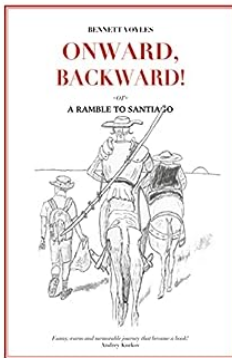
Based on the insight and images captured here, you will better understand the differences of Turkish culture from yours, and will build lasting social and business relationships with your counterparts. The book also includes real life fun stories.

Since the author is a native Turk and has lived and worked in the USA for 13 years and has traveled to more than 60 countries, she is able to observe, compare and contrast the business, social and religious life between cultures.



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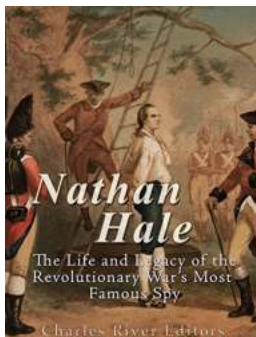
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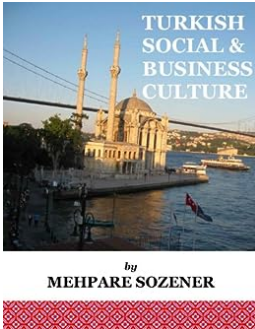
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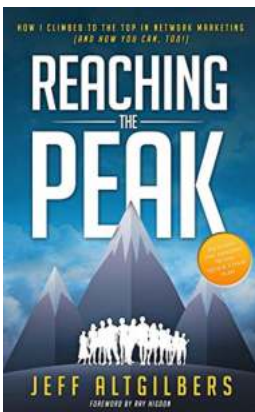
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