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Department for International Trade (DIT) webinar  
**Working with Americans: how to build profitable business relationships**

Tuesday 4 July 2017 at 3pm (BST)



We may both speak English, but that is where the similarities with our American counterparts end. Anybody who has ever done business with Americans can testify to the numerous differences between US business culture and the rest of the world.

This webinar will help participants understand key differences, uncover what they can do to better play to their American colleagues' thinking patterns and preferences and develop a better understanding of American business culture.

Presented by recognised expert, advisor, educator and author of *Working with Americans*, Allyson Stewart-Allen will provide insights into the underlying values of the American business culture, effective communication strategies and how to build lasting relationships with American companies, colleagues and bosses.

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