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Working with Americans: How to Build Profitable Business Relationships with Americans

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We may both speak a version of English, but that's where the similarities with your American counterparts end. Anybody who has ever done business with Americans can testify to the numerous differences between the US business culture and most other parts of the world.

This [webinar](#) will help you uncover what you can do to better play to your American colleagues' thinking patterns and to be even more effective in negotiating and influencing your US counterparts.

The webinar will be presented by expert [Allyson Stewart-Allen](#), author of *Working with Americans* and DIT guide *Marketing in the USA*. Allyson lends her expertise as a Californian based in London for over 25 years who has advised UK companies of all sizes and sectors looking to profitably grow across the Atlantic.

She will provide insights on effective strategies you can use immediately for building lasting relationships with American companies, colleagues and bosses.

Webinar details

- Date: Thursday 4 April 2019
- Time: 16:00 GMT
- Duration: 1 hour

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