

You are representatives of Momo Marketing, Inc., a computer distributing company in the country of Gizmoland. Momo had been very successful at marketing and distributing computers in this region for the last 10 years. In fact, your company has witnessed steady double-digit growth every year it has been in business. You attribute this success to your astute customer service skills and your ability to literally speak the language of all your customers. Your company currently distributes 100,000 computers a year at a good commission. You anticipate continued growth—but then, who can predict the future?

A Widgetian computer company called Idgeti Hardware has contacted Momo and requested a meeting. You assume that this meeting is some kind of exploratory visit to see if Momo can serve as the Idgeti's distributor. You are looking forward to meeting the Idgeti representatives even though you don't know much about Widgetian culture (but you do speak the language).

As Gizmolandians, you pride yourselves on speaking expressively and interacting with others in a close personal manner. This involves using **intense eye contact** and **standing very close** to the person to whom you are speaking (6-12" distance is common). You also like to **establish personal relationships before conducting business** and prefer to discuss personal matters first. You are likewise inclined to **discuss multiple topics simultaneously**, switching back and forth to keep the conversation animated and always interjecting personal matters. As Gizmolandians, **you do not speculate on future events**. Any predictions or claims about what will be done in the future are foreign to you. **You are also very humble** – bragging is taboo – and instead use phrases like "I have been fortunate" or "If the stars so wish" to refer to past successes or future goals. Finally, **you often imply real meanings nonverbally, usually through your degree of enthusiasm**. For example, talking more loudly, standing more closely, and even physical contact such as a hand on another person's arm always accompany positive messages such as agreement or a genuine compliment.

Your company, Momo, has a major competitor in the region: Chamacallit International. This distributor sells half as many computers as you, but you would consider it rude to point out its deficiencies, preferring instead to express your judgment in your lack of enthusiasm when you praise them.

Whatever behavior your Widgetian guests display, as Gizmolandians you will always treat them with respect and communicate with them, even if they violate your cultural norms.