



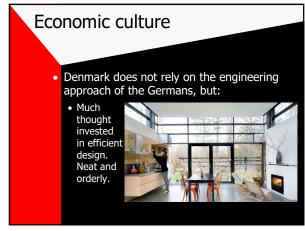


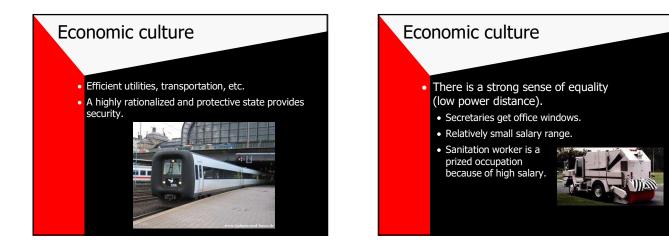






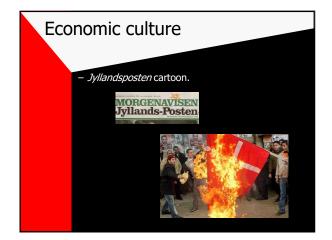
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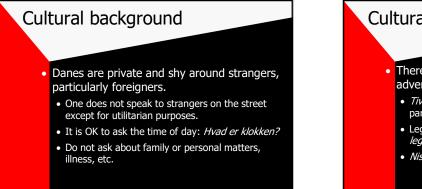












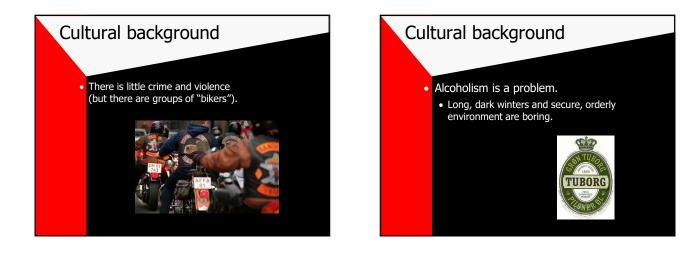


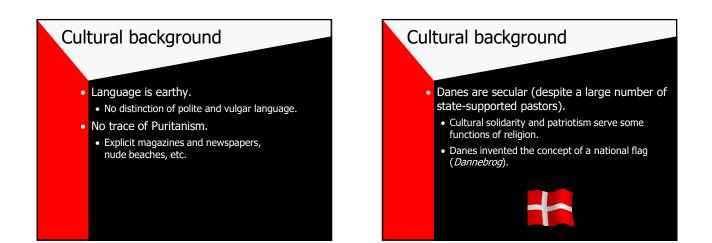
### Cultural background

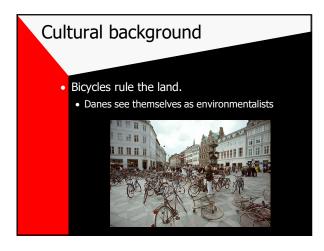
• The society is monochronic but there is little time pressure.

- No one hurries.
- Working hours are short.
- No one works overtime or takes work home.
- No salvation through work, as in USA.

## Cultural background Outure is "feminine." There is a preference for cooperation rather than competition. To hard sells or buzz words.





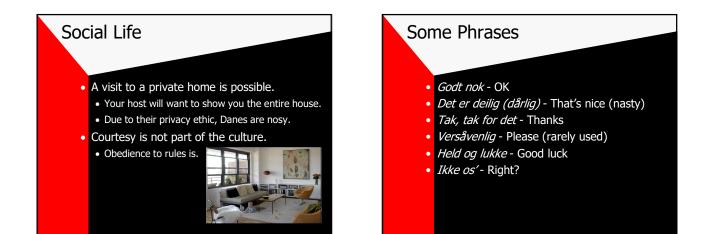


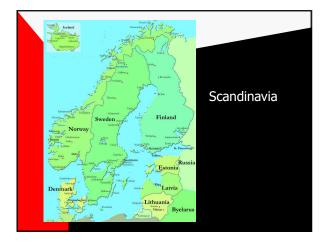


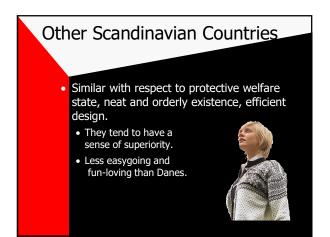
## Cultural background

- Stress management techniques include:
- careful design
- neatness and order
- protective state
- homogeneous population
- avoidance of time pressure
- fun.

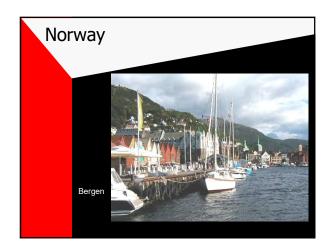


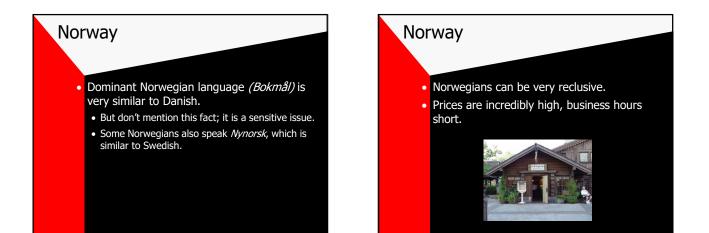




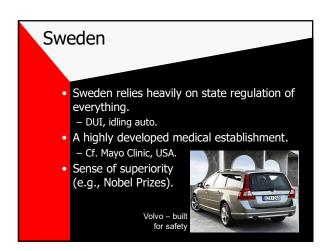












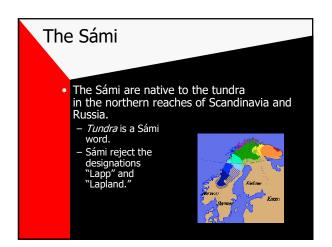












## The Sámi Sámi and Scandinavians conflict over land rights, etc. – Similar to "first nation" peoples elsewhere. – Many Sámi have migrated to urban areas.

Traditional dress