



SHEPHERD+ WEDDERBURN

John MacKenzie, Shepherd and Wedderburn LLP

Language and Culture





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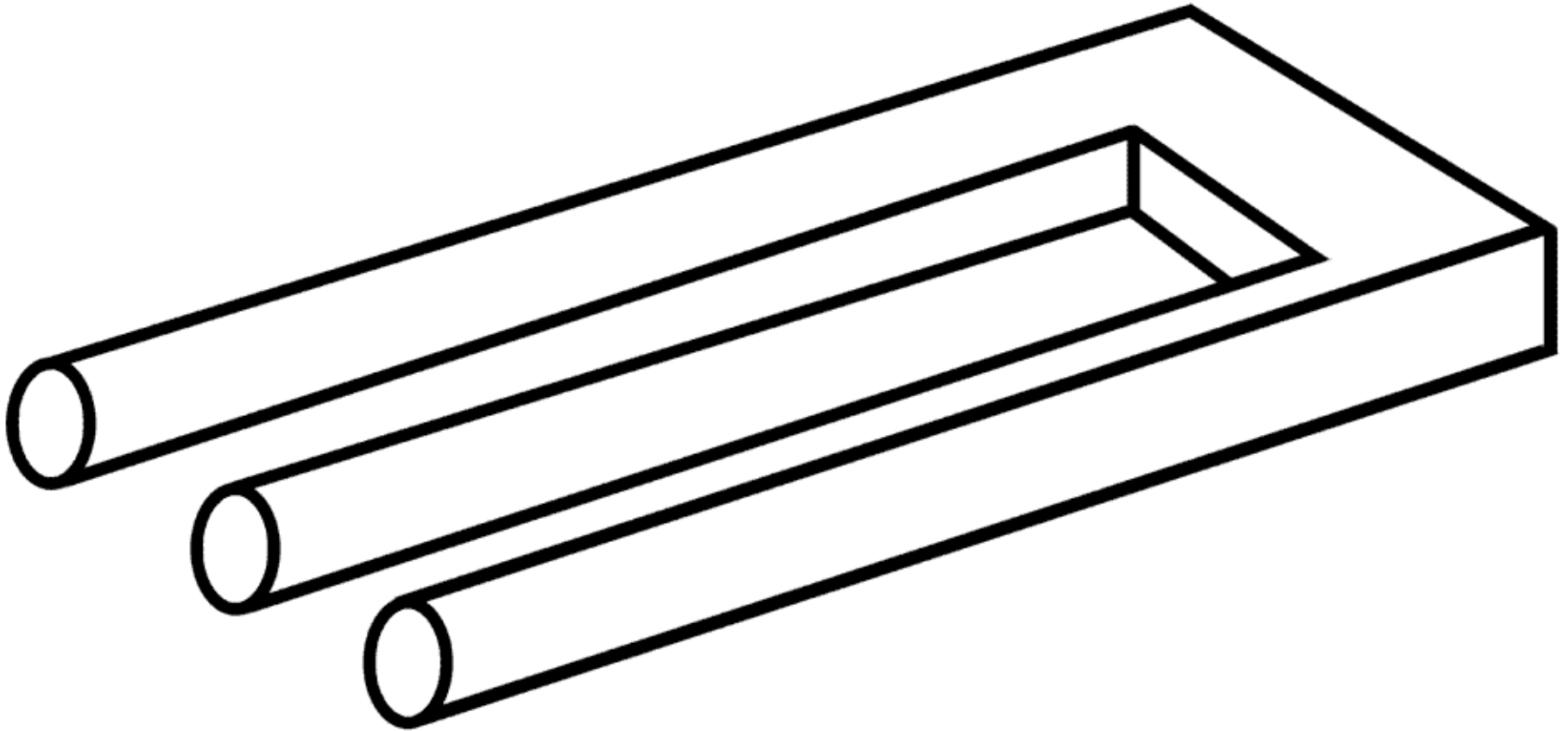
Why is this important?



I am right

Me too





You can learn the words...

But what do they really mean?



Matthew Odinson

@JaigeyesWoW

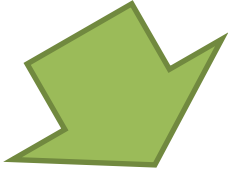
Follow



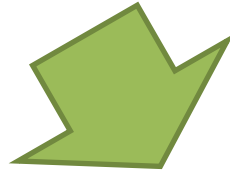
The Zuckerberg memes are just on point.



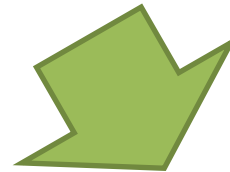
Culture



Context



Words



Meaning

Values

Age



Youth

Society



Individual

Guanxi



Deal

Face



Winning

U.S., China will negotiate immediately on forced technology transfer, intellectual property protection, non-tariff barriers and cyber theft.

U.S., China will work together to reach a consensus on trade issues.

China will purchase "very substantial" farm, energy, industrial and other products.

China will import more U.S. goods.
