

# **ROLUL COMPREHENSIV AL SIMBOLURILOR CULTURALE ÎN MANAGEMENT**

## **THE COMPREHENSIVE ROLE OF CULTURAL SYMBOLS IN MANAGEMENT**

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**Abstract:** Global dynamics has led to the encounter between cultures. These interactions between distinct cultural, professional and social models highlight cultural differences. The challenge is to understand the norms and values of each other's culture. When faced with a new, unknown situation, each of us uses metaphors. People compare new situations to those they are familiar with, so they can easily adapt to the new context. At the cognitive level there is a translation of a new, abstract concept into a concrete, familiar one. When applying this concept to a culture we get a "cultural metaphor". Martin J. Gannon proposes a metaphorical approach to cultural diversity in order to raise the awareness of the management of multinational companies regarding intercultural communication.

**Keywords:** Cultural model,