

Key words: *business communication, misunderstandings, culture*

Abstract: The globalization process can cause people to change deep-rooted cultural values. Many times one's own cultural values and interactional competences are acquired unconsciously, and it is difficult to understand other's cultures without first examining one's own culture. Thus, it is very important that people understand and become aware of one's own and of others' cultural values in business communication.

It has been noticed that the intercultural relationship is positively influenced by respecting the behaviours specific to cultures coming into contact and, at the same time is influenced by breaking the same behaviour norms.

There are nine concrete and immediate sources of inter-cultural communication misunderstandings and blunders: the taboos, the woman's status versus man, the way of showing respect, the perception of time and space, the business etiquette, non-verbal messages, the language and the translator, clothing and prejudices.