

Seminole Entrepreneurs



Native Americans Buy Pop Culture Empire

Doing business with people from around the world involves the study of their culture and customs, but it is a process which may be overlooked.

For example, a lot of businesspeople may be unfamiliar with the communication style that characterizes many Native Americans in the business world. Humor*, short and to the point is a major aspect, as is the observation of silence and a tendency to refrain from talking when interacting with strangers.

Avoiding eye contact is another feature of Indian language skills.

*When the Seminole tribe purchased the Hard Rock Café business empire several years ago, the Seminole vice chairman stated at a New York press conference, "Our ancestors sold Manhattan for trinkets. Today, with the acquisition of the Hard Rock Café, we're going to buy Manhattan back, one hamburger at a time."

Lesson: Not learning about the characteristics and culture of entrepreneurs from different cultures can lead to costly miscommunications.

Reference

Hoag, Christina. *Seminole Tribe Buys the Hard Rock Business Empire*. The Miami Herald, December 7, 2006.