Different Strokes for Different Folks

There is a lot of talk about how small the world has become with new technologies bridging the distances and improving communications. The rise of VoIP makes speaking anywhere in the world affordable, and the Internet brings companies from all over the world into your computer. There are even translation technologies that are beginning to render the differences in language obsolete.

This would all be truly revolutionary if the only elements separating us all were matters of written or verbal communication. Fact is, the issue isn't always the ability to say what we want, but rather the ability to be understood for what we actually meant.

Most often culture and how we each respectively receive and interpret information as it is brought to us is the cause for misunderstandings and the barrier to a genuinely global economy. If we do not learn how we each understand the information we get, we will never really be able to fully communicate. The subtleties of human behavior and the complexities of varying customs make the idea that technology alone can solve thousands of years of embedded differences both arrogant and naïve.

Tudog has worked in many countries and what we have learned is that the global economy rests not on technology, but on human relations. The fact still remains, and we believe always will remain, that people do business with people, and the ability to communicate is not only enhanced by what we say, but how we smile and how open we are to accommodating different customs, especially when we are in their country.

The world becomes smaller and commercial opportunities become available when we approach new places and new kinds of people with respect for their culture and appreciation of their accomplishments. Just because someone does something differently doesn't mean it's right or wrong. Sometimes it's just different.

Like Sly and the Family Stone once sang, different strokes for different folks, so on and so on… And to that we say…shoobee doobee doobee.