

A SYNOPTIC GLANCE AT WORLD CULTURES

CONTEXT: <p style="text-align: center;">Details</p> <p style="text-align: center;">Generalities</p>	<p>Everything is explicit; much depends on the written word.</p> <p>Much common knowledge is assumed; less is spelled out.</p>	<p>English-speaking countries, Germanics, Scandinavians</p> <p>Mediterraneans, Latin Americans, Asians, Arabs</p>
TASKS: <p style="text-align: center;">Monochronic</p> <p style="text-align: center;">Plychronic</p>	<p>One task at a time; order, exactitude; no interruptions.</p> <p>Simultaneity of tasks (i.e., the office of an editor or a manager).</p>	<p>Germanics, Scandinavians</p> <p>Americans, Mediterraneans, Latin Americans</p>
TIME PERSPECTIVE: <p style="text-align: center;">Past</p> <p style="text-align: center;">Present</p> <p style="text-align: center;">Future</p>	<p>Traditional values and ways in which things are done.</p> <p>The past is gone and the future is uncertain; what counts is the <i>now</i>.</p> <p>Optimism about the future--which can be planned and controlled.</p>	<p>Asians, the British</p> <p>Mediterraneans, most Latin Americans</p> <p>United States, Brazil</p>
TRUST: <p style="text-align: center;">= \$\$</p> <p style="text-align: center;">“Mañana”</p>	<p>Not to be wasted; time is money; being punctual matters; no time to develop trust; “working lunch.”</p> <p>Why hurry? There is ample time to develop trust, <i>then</i> do business.</p>	<p>English-speaking countries, Germanics, Scandinavians, Asians</p> <p>India, Mediterranean countries, Latin America</p>
CHAIN OF COMMAND: <p style="text-align: center;">High</p> <p style="text-align: center;">Low</p>	<p>You never bypass a superior at work: insubordination.</p> <p>The boss is an equal; bypassing him is not all that bad if it brings results.</p>	<p>Asian countries, especially Japan</p> <p>United States, Europe, Israel</p>
WHO MATTERS? <p style="text-align: center;">The Individual</p> <p style="text-align: center;">The Group</p>	<p>Uniqueness, the Self, initiative, independent work are valued; swift decisions and immediate results.</p> <p>Identification with and loyalty to the group are what matters. Slow to respond to change and decide.</p>	<p>Western countries</p> <p>Asian countries</p>

NUMERIC WORDS AND SYMBOLS

Over the years, several words and symbols have been introduced to express the number or size of things, borrowing from the linguistic founts of Greek and Latin. Today, these terms have become an indispensable addition to the language of science and technology. Below, please find a list of some of these words (with both augmentative and diminutive values), and how they relate to the numbers they represent, under both the *Short Scale* (1) and *Long Scale* (2) (see Glossary entry *NN: Number Names*):

Power	Number	Word	Symbol	Word, Meaning / Origin
10^{24}	Trilliard	Zetta	Z	<i>sette</i> , 7 / Italian
10^{21}	Trillion	Exa	E	<i>hex</i> , 6 / Greek
10^{15}	Billiard	Peta	P	<i>pentē</i> , 5 / Greek
10^{12}	Billion	Tera	T	<i>teras</i> , monster / Greek
10^9	Milliard	Giga	G	<i>gigas</i> , giant / Greek
10^6	Million	Mega	M	<i>megas</i> , huge / Greek
10^3	Thousand	Kilo	k	<i>khilioi</i> , thousands / Greek
10^2	Hundred	Hekto	h	<i>hekatōn</i> , 100 / Greek
10^1	Ten	Deka	D, da, dk	<i>deka</i> , 10 / Greek
10^{-1}	Decimal	Dezi	d	<i>decimus</i> , tenth / Latin / Greek
10^{-2}	Hundreth	Zenti	c	<i>centum</i> , hundred / Latin
10^{-3}	Thousanth	Milli	m	<i>mille</i> , thousand / Latin
10^{-6}	Millionth	Micro	μ	<i>mikros</i> , small / Greek
10^{-9}	Milliardth	Nano	n	<i>nanos</i> , dwarf / Greek
10^{-12}	Billionth	Piko	p	<i>pico</i> , a little bit / Spanish
10^{-15}	Billiardth	Femto	f	<i>femten</i> , 15 Danish / Norwegian
10^{-18}	Trillionth	Atto	a	<i>atten</i> , 18 Danish / Norwegian
10^{-21}	Trilliardth	Zepto	z	<i>sept</i> , 7 / Latin
10^{-24}	Quadrillionth	Yocto	y	<i>okto</i> , 8 / Greek