PART 4

The Influence of Cultural Dimensions on Service Encounters
Introduction to Part 4

Part 4 tries to provide a better understanding of the impact of culture on the development of service providers and customer interaction and perception. In Chapter 7, this impact is studied through the use of engagement markers of Spanish, British and US toy-selling websites. Chapter 8 shows the evolution of communication with the foreign population in Spanish medical consultations in recent decades, putting special emphasis on the role of interpreters in health-care contexts requiring an interpreter.