

CONFIDENTIAL

**How to Adapt Zimmer's Marketing and Communication Strategy
to Ensure Adequate Patient Education Tools
in Arabic**

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Preface

To Aiden, my little man, who taught me how to read besides and behind the lines.

My cordial gratitude and great appreciation go to Ivo Hajnal, Juliska van den Brom, Joelle Kortbawy, my wonderful family and friends and all others that have supported and motivated me in any way to write this thesis.

My interest for intercultural communication probably arose already during my childhood in my familiar and social environment; we were Italian immigrants in Switzerland. I claim that still nowadays, local people can better understand my parents when they speak Italian using hands and feet than when they speak German. I have experienced weird but fun, valuable and enriching situations over the years.

This research about culture among the Middle Eastern countries has been very varied. Some facts and stories made me think, others laugh or cry and sometimes I got pretty mad. It was difficult to keep on track and stay focused on the actual objectives around the thesis, without making any excursions into contextual fields. Too much things are too interesting and exciting. Consequently, this project has been valuable and precious for my private and professional development.

Diversity is what makes human beings so fascinating. Faith and tradition is what makes us strong and weak at the same time. Culture. Values. Beliefs. Whatever. On top of everything we should set tolerance, acceptance and communication to exchange and understand each other. A good first step is for sure to foster cultural awareness, empathy and communication in every bit of opportunity: whenever, wherever.

Declaration of Authenticity

Me the undersigned, Marica Giannetta, declare that this thesis is my original work, gathered and utilized especially to fulfill the purposes and objectives of this assignment, and has not been previously submitted to any other examination board. I also declare that all sources used in this work are indicated as such.

I declare that all statements and information contained in this thesis are true, correct and accurate to the best of my knowledge and belief.

Zurich, May 31, 2014

Marica Giannetta

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