





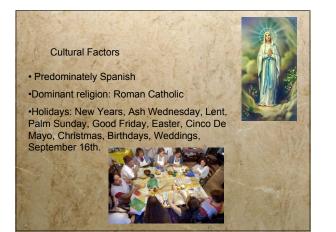


Environmental:

- •Tropic of Cancer effectively divides the country into temperate and tropical zones
- •Average rainfall totals are between 600 and 1,000 millimeters a year
- pronounced wet and dry seasons.

Environmental Cont.

- •150 rivers
- 60% of Mexico's population uses 10% of the country's water supply



Social: Interpersonal relations are more important than impersonal relations (bureaucratic norms and regulations) in the functioning of Mexican society

Political: Under same Political Party (PRI) from the revolution to 2000. Currently other political parties have taken power.



Technological Factors:

Communication/ telephone service: the population is poorly served, but business and government is adequately served.

Transportation: Road: total: 235,670 km Railways:17,665 km Airport: 1,834

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Industrialization: a mixture of modern and outdated industry practices



Meal Patterns:

Traditional:

- •Small meal for breakfast, often soup •Lunch (el almuerzo) is the main meal of the day.
- •La siesta is taken after lunch
- •*La merienda* is a snack eaten after lunch of coffee or rolls or sandwiches. This is informal and sometimes only taken
- by children. •La cena is a light dinner served around 9pm.
- •Sombremesa is a time after dinner where everyone talks









