

## CBAD 402 Reflections on Vienna

*(a collection of some of the reflections about Vienna from trip participants)*

“The business presentation at the Austrian Trade Organization was very interesting... this is just how businesses should run meetings. They told us about how they assist companies in expanding into different countries and how they coach firms to do business in the US. I found out Austria is also famous for Red Bull. Later we went to the Mozart concert. It was really nice.”

“I loved venturing out in the city. The first evening our group met and discussed the books Dr. Damonte had assigned us over a lovely Italian dinner. Then we watched and listened to a Mozart concert in the Great Concert House. I am so glad we got to go. It would have been a pity to be in Vienna and not go to a symphony concert. I would love to live in this city. One thing that was negative: I noticed countless anti-American messages: posters, flyers, writings on ruined walls.”

“I found it really interesting that European companies may assume that the United States is one market and that it is pretty easy to spread from one part of the country to another [with the same approaches]... I had no idea this is how they might see us.”

“We went to Mozart’s symphony tonight, and I really enjoyed it. It was calming and soothing and didn’t require a lot of concentration. It was really nice.”

“I think that I would love to live in Vienna. Austria is a very beautiful country in general, and Vienna seems to be very full of life and culture. The Austrian Trade Organization presentation pointed out that it is difficult to think of brands or companies that make Austria famous [because their strong point is not marketing, but rather engineering and design].”

“The presentation at the Austrian Trade Organization showed me the things I learned in class [International Marketing with Mark Mitchell] in a real world setting. I think this was the perfect visit to end the trip with, because it put everything we’ve learned along the way into a business setting that is applied to the real world.”

“When the ATO was going over the products that Austria provides to the US, it made me aware of how little I know about my own country.”