**ABSTRACT**

The process of going international shows, stage by stage, how an organisation becomes a transnational corporation. Companies embark on such transformation to improve their market position and to boost their growth. To achieve the goals, internalisation has to take account of cultural determinants, as the knowledge of cultural factors makes it easier to run business on an international scale. The entrepreneurs are increasingly aware that the pursuit of formal and rational goals involves also ethical, legal or strategic aspects. The article deals with some selected dimensions of national cultures that significantly affect negotiations with foreign partners, production management and the sale of products manufactured by transnational corporations. The article is based on surveys carried out in the textile and clothing industry.