






Icon	Intended meaning	Problems
	Loyalty Search, retrieve	To Americans, dogs are pets or hunting companions; to many Asians, they are food.
	Wisdom Expert system Training	In southeastern Asia, the owl is considered a particularly brutal and stupid bird.
	Copy, reproduce rapidly	Rabbits are also symbols of sexual promiscuity. In Germany, rabbit is a dinner entrée. In Australia, rabbits are vermin.
	Savings account	To Muslims and many Jews, the pig is considered unclean and unholy.
	Deception	In the orient, the snake is a symbol of life and rebirth.




- If a procedure can be performed easily with either right or left hand, show it being performed with the right hand. In Arabic culture the left hand is for unclean tasks only:

X No



✓ Yes



Icon	Intended meaning	Problems
	Yes, OK	In Sicily, this is an invitation to insert the thumb into a private part of the anatomy.
	Precisely, yes	In France, this means zero or worthless. In Japan it is a reference to money. In South America it means that the viewer is a part of the anatomy of this shape.
	Stop, halt	In Greece, this gesture, which goes back to Byzantine times, means, "Here's excrement in your face."

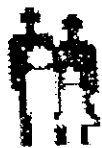
Universal concepts do not always lead to universal symbols. The same general idea may appear quite different in different countries. An activity may be performed in a different manner and the appearance of particular objects can vary too. Consider these universal concepts represented by provincial symbols.¹¹⁸



Mail



Marriage



Family



Currency



Reminder