

应用型人才培养规划教材 · 经济管理系列

国际商务礼仪

(双语版)

张 真 刘玲玉◎主编



清华大学出版社

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北 京

内 容 简 介

国际商务礼仪是在国际商务活动中体现各国相互尊重的行为准则。本书从十个方面系统介绍了国际商务礼仪的基本规范及实用知识,帮助学生了解我国与西方国家礼仪文化的差异,传授从日常商务活动到求职面试等多方面的国际商务礼仪和社会准则,以利于学生在全球经济一体化的今天,面对社会挑战,突围而出,在拥有专业知识的同时,拥有良好、优雅的专业形象和卓越的商务礼仪。

本书主要适于用作高等院校商务英语、国际贸易、涉外旅游等相关专业的本科生教材,同时对职场商务人士提升礼仪素养也有一定的指导意义。

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前言

Preface

随着世界经济一体化步伐的加快,我国与世界各国的经济贸易往来方兴未艾,具有商务礼仪知识和良好外语能力的复合型人才成为社会急需人才,因此培养具备商务英语运用能力的应用型人才就成为高校教学科研迫在眉睫的任务。

本书正是为满足希望跻身商界的学生以及各行各业的商务人士对国际商务礼仪知识的渴求,对英语交流能力的需要而编写的。本书的特色主要体现在以下几个方面。

一、体例新颖。各章节在导入环节设置自我测试(test yourself)模块,激发读者的阅读兴趣,进而启发读者带着问题深入思考。

二、双语编写。这种编写模式既方便读者理解国际商务礼仪知识,又有助于了解相应的英语表达方式。

三、涵盖全面。本书内容全面而实用,主要包括国际商务礼仪概念、仪容仪表、电话礼仪、接待礼仪、餐饮礼仪、求职与面试礼仪、商务信函礼仪、谈判礼仪、旅行礼仪以及各国商务文化礼仪和禁忌等。

四、练习多样。实践环节包括案例分析在内的各种练习,既有助于巩固读者对各篇章的理解,又强化了对国际商务礼仪知识的掌握。

五、拓展阅读。利用网络资源补充大量最新的阅读材料,读后活动设计多元化,引导读者由课内延伸到课外,拓宽了礼仪知识的输入渠道,同时增强了教材的趣味性。

本书可作为高等院校经贸类专业、商务英语专业在校学生使用的教材,也可以作为其他有志于从事国际商务或企业在职商务人士的参考读本。

本书是集体智慧的结晶,武汉轻工大学张真老师负责第1、3、4、5、7章的编写,该校刘玲玉老师负责第2、6、8、9、10章的编写及练习答案的制作,雷倩负责前期资料搜集、课件制作和全书校对工作。在编著过程中,我们参考了国内外相关专著、书刊以及大量网上资料,在此对有关专家、学者表示深深的谢意!本书的出版更离不开责任编辑的辛勤劳动,在此一并表示由衷的感谢!

由于时间紧迫,加之编者水平有限,书中错误和不妥之处在所难免,恳请专家、学者及广大读者不吝赐教。

编者

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Chapter One

The Importance of Business Etiquette

商务礼仪的重要性



Objectives (学习目标)

After you have studied this chapter, you should be able to:

- ☐ Realize the necessity of learning business etiquette
- ☐ Analyze the concept of etiquette theoretically and recognize the characteristics of etiquette
- ☐ Cultivate the cross-cultural awareness in business communication



Lead-in (导读)

Good manners are cost-effective because they not only increase the quality of life in the workplace, contribute to optimum employee morale, and embellish the company image, but also play a major role in generating profit. Succeeding in business today requires not only mastery of one's job but also mastery of the common courtesies of give and take and of consideration for others. Put them to work today, and you will find that they will work for you in your whole career.

良好的礼仪不但能愉悦工作氛围，提升员工士气，美化公司形象，而且能有效地创造商业效益，可谓本轻利厚。如今，商业成功不仅仅取决于掌握专业工作技能，而且还要求遵循为对方考虑、适当让步等商务礼仪。将礼仪应用于商务活动，有助于未来的职业发展。



Test yourself (自我测试)

Some of the questions that arise regarding etiquette are greeting visitors, making introductions, table manners, choice of clothing, the etiquette of business letters, business entertaining, proper forms of address, smoking, conversation business relationships between men and women in the office, gift giving, planning seminars, meetings, and many, many more. In the following chosen situations, make your own judgment and hence commence with learning about business etiquette.

1. When you have a business meeting in the UK, you should
- A. get down to business straight away Yes ☐ No ☐
- B. spend time eating and drinking and getting to know each other Yes ☐ No ☐
2. The most ill-mannered things to do at a business meal is
- A. order a lot of food Yes ☐ No ☐
- B. use a mobile phone Yes ☐ No ☐
3. You have a meeting with a client but are expecting a call. You should
- A. turn your mobile phone off Yes ☐ No ☐
- B. tell your client you are expecting a phone call Yes ☐ No ☐
4. When you receive someone else's business card you should
- A. immediately pass them your business card Yes ☐ No ☐
- B. look at the card and acknowledge it Yes ☐ No ☐
5. When expressing thanks to a business client who has given you a gift, you should
- A. send an e-mail because it is faster and more efficient Yes ☐ No ☐
- B. send a handwritten note Yes ☐ No ☐
6. When you're being introduced to someone, you should
- A. stand up Yes ☐ No ☐
- B. sit because it helps establish your presence Yes ☐ No ☐
7. To show your politeness, you should
- A. only say "thank you" once or twice during a conversation. Otherwise, you may make yourself seem somewhat helpless and needy Yes ☐ No ☐
- B. say as many thanks as possible Yes ☐ No ☐
8. In a business setting, you should
- A. follow the social gender rules, always pull a female client's chair out for her Yes ☐ No ☐
- B. never pull out someone's chair for them regardless of gender Yes ☐ No ☐
9. When dining during professional occasions, you can
- A. never ask for a to-go box because you are there for business, not for the leftovers Yes ☐ No ☐
- B. ask for a to-go box to avoid the waste of money Yes ☐ No ☐
10. As a female host, you should
- A. always pay for a bill regardless of gender Yes ☐ No ☐
- B. fight a bill over if a male guest insists on paying Yes ☐ No ☐

Part I The Concept of Business Etiquette

商务礼仪的概念

In China, good manners are very important. Manners develop a person's personality. Well-mannered people are always welcome to everyone. Manners are something used every day to make a good impression on others and to feel good about someone. No matter where you are—at home, work, or with friends—practicing good manners is important.

But, it is surprising that many people get confused about good manners or etiquette. Because sometimes when we try to impress others in a polite way, we do not achieve the desired results. Consequently, we should first have a study of etiquette to find out the reasons.

在中国, 拥有良好的举止显得尤为重要。礼仪培养人的性格。有教养的人通常会受欢迎。每天保持礼貌的言行举止会给大家留下良好的印象。良好的举止是衡量一个人修养的评判标准之一。无论在家、在工作场所, 还是和朋友在一起, 礼貌得体的举止都是很重要的。

但令人不解的是, 很多人却对良好的举止或礼仪产生了困惑。这是因为, 有时当我们试图用礼貌的方式与别人交往时, 却常常得不到预期的效果。因此, 有必要首先研究一下什么是礼仪, 以便找出出现这种现象的原因。

1. The Concept of Business Etiquette 商务礼仪的概念

As is known to all, etiquette is one of the most misunderstood words in the English language. Most people, when asked what etiquette means to them, reply, "Manners", "Politeness", "Thank-you notes", "Rules".

American etiquette expert Emily Post defined etiquette as: "Whenever two people come together and their behavior affects one another, you have etiquette. Etiquette is not some rigid code of manners; it's simply how persons' lives touch one another." Actually, etiquette is about building relationships, plain and simple.

Etiquette is a set of practices and forms which are followed in a wide variety of situations. Each society has its own distinct etiquette, and various cultures within a society also have their own rules and social norms. Because the social norms of different cultures are so different, so people should study etiquette before traveling or entering a new social circle to ensure that they do not cause offense or embarrass themselves. Nobody actually wants to cause offense, but as business becomes ever more international, it is increasingly easy to get it wrong. Sometimes the person lacking the etiquette simply does not realize the action taken is offensive.

众所周知,“礼仪”是最不好理解的词汇之一。当询问一些人有关这个词的含义时,他们的理解就是“有礼貌”“温文尔雅”,或者是“多说谢谢”“遵规守纪”等。

美国礼仪专家艾米丽·波斯特对此的定义是“无论任何时候,只要两个人在一起,并且他们的行为相互影响着对方,就产生了礼仪。礼仪并不像电脑程序一样,都是些死板的礼节编码,而是使人们的生活联系在一起的纽带”。礼仪是建立人与人之间关系的方法,朴实而简单。

礼仪是在各种环境下通过练习逐渐塑造形成的。每种形态的社会都有其独特的礼仪规范,而且不同的文化背景也有其不同的规则和社会规范。由于不同文化背景下的社会规范不同,因此人们在出行或进入一个新的社交圈前应学习礼仪,以避免犯错或陷入尴尬的境地。实际上,没有人愿意犯错,但随着国际化和一体化的加强,人们犯错的机会也越来越多,更何况缺乏礼仪观念的人,根本就意识不到自己的行为是错的。

2.The Effects of Business Etiquette 商务礼仪的作用

(1) It coordinates employee relations

Professionals are aware of the many advantages of proper business etiquette. In professional situations, extending proper courtesies can help you to make a good impression on colleagues. In addition, it will make the office environment much more pleasant and will make for better-quality work when employees treat each other well. Proper etiquette will also make it more likely that a team of workers will come together to complete a project, which further means that deadlines will be met and employees will feel less burned out.

很多商务人士意识到一些收获得益于得体的商务礼仪。在很多场合,正确运用礼仪能给别人留下良好的印象。例如,礼仪使同事们相处融洽,有助于营造愉悦的工作氛围,提高工作质量。恰当的礼仪还有利于工作团队的彼此协调,按时完成项目任务。

(2) It creates a good image of employees and companies

Business etiquette is a kind of civilization accumulation of human being. It is also kind of standard behavior observed by employees. Of course, it can regulate employee's behavior while employees represent the companies they work for. The best intrinsic quality of each employee comes from the continuous penetration by proper etiquette. As it is well known good manners make a positive impression. Etiquette, therefore, keeps employees' goodwill as well as maintains the company's image and reputation.

商务礼仪既是人类文明的积累,也是员工遵守的行为准则。它可以指导员工的行为举

止，而员工代表他们所在的公司，因此商务礼仪还同时影响公司形象。员工内在的优秀品格源于持续不断的礼仪熏陶。众所周知，良好的仪态必将树立正面的形象。可见，礼仪不仅可以使员工的友善得以保持，而且还可以使公司的形象及声誉得以维护。

(3) It helps international business negotiation more effectively

International business negotiation focuses more and more techniques and tactics. But this does not mean that the success of negotiation will depend only on techniques and tactics. Sometimes human emotion also plays a significant role. Etiquette is the code of conduct and guidelines of communication in business activities. A small mistake in etiquette might lead to embarrassment or even break up the negotiation. Etiquette in business negotiation is essentially about building relationship between/among negotiation parties. That is why “etiquette” is considered to be a part of negotiation. Most negotiators have two main goals: creating strong deals and building good relationships. In today’s business climate, it is critical that negotiators achieve both goals. And etiquette plays an important role in helping achieve the goals.

国际商务谈判越来越注重策略与战术，但这并不意味着谈判的成功完全取决于策略及战术。有时谈判者的情感也在谈判中发挥相当大的作用。礼仪是人们在商务活动交往与沟通中的行为准则和指南。在谈判中，只要出现一个小小的礼仪错误就可能使谈判者陷入窘迫，或导致谈判失败。礼仪在商务谈判中的重要性体现在帮助双方或多方之间建立良好的关系。这就是礼仪甚至被看成是商务谈判的一部分的原因。大多数谈判者在谈判时都设立了两个主要目标：一是多达成交易；二是与对方建立良好的关系。对于谈判者而言，尤其在当今的商务环境下，更要同时实现这两个目标，而礼仪正在这其中发挥着重要作用。

So, learning international business etiquette is beneficial to associate with others. It gives us clues as to how we should act and what we should do in any given situation, so that we can be as successful as possible in our interactions with the people around us. Far from stifling your personality in a strait jacket, etiquette—by giving you the confidence to handle a wide variety of situations with ease and aplomb—actually lets you focus on being your own, relaxed self, and the real you.

因此，学习国际商务礼仪有利于人们与他人的交往。它是指导人们在任意场合应该如何做和做什么的依据，也是帮助人们建立良好人际关系的基础。礼仪不是束缚人的枷锁，相反它会给予人们在任何场合轻松坦然应对的信心，并使之在与他人的交往中关注自己、放松自己，找到真正的自己。

Part II The Principles of Business Etiquette

商务礼仪的原则

International business etiquette is not easy to establish or maintain. Although we communicate by using faster media, such as facsimiles, e-mail, and wireless phones, we do not necessarily communicate more intelligently. In order to avoid the occurrence of this kind of circumstance, we should have a clear study of the principles of international business etiquette so that we can have a deep and through understanding about the etiquette.

国际商务礼仪很难养成或保持。尽管如今,我们通过使用一些更便捷的通信媒体来进行沟通,例如,传真、电子邮件、无线电话,但我们未必能够智慧地与他人交谈。为了避免这种情况发生,我们首先来学习国际商务礼仪原则,以便能够更深层次、更透彻地理解礼仪。

1. Etiquette and Manner 礼仪与礼节

Etiquette is the power that fuels our relationships, by helping us know how to act and how to expect others to act in any kind of situation. Etiquette accomplishes this through a powerful combination of manners and principles.

礼仪使我们知道,在何种情况下应如何表现,如何正确地待人接物。礼仪是礼节和原则的有力结合,正是这种结合使礼仪推动了人与人之间关系的发展。

In many situations, manners can help us determine the right thing to do, but there are always exceptions, and so we have to judge when a manner applies and when we should do something differently rather than by the book. Manners tell us two types of things:

(1) What to do in all kinds of situations—What fork to use; whether to hold a door for someone else; How to introduce yourself to another person?

(2) What we can expect other people to do?

在很多情况下,礼节都能正确地指导行为举止,但也会有例外,所以我们需要判断是否采纳某个礼节,决定何时使用礼节而非从书本上生搬硬套。

礼节告诉我们以下两件事:

(1) 在各种场合中我们应该怎样做——如何使用叉子;是否为别人开门;如何向别人介绍自己?

(2) 希望得到别人怎样的回应?

If you extend your hand to shake hands, you fully expect the other person to reciprocate. When he does, everything is fine. If he does not extend his hand, however, you immediately start

to wonder if you have body odor or bad breath, or if you did something to insult him. In essence, manners are guidelines to help us as we interact with the people around us, by sketching out the appropriate actions, appearance, and words that will help us build successful relationships.

如果你主动与别人握手，你肯定希望对方能把手伸出来配合你。如果他与你握手了，一切正常。但是，如果他没有把手伸出来，你立刻就会想到自己是不是有体味或是口臭，还是自己做了某件事侮辱了他。从本质上来说，礼节是我们与周围人相互交流的指南，因此我们要通过合适的行为举止、外表和言辞来建立良好的人际关系。

2. The Three Principles That Govern All Etiquette 礼仪的三个原则

Principles are the guiding concepts on which all manners are based. Among other things, they tell us:

- ☐ Why a certain manner is called for?
- ☐ What to do when there is no prescribed manner or a manner does not work?
- ☐ How to resolve relationship situations?

For example, while attending a business dinner, an elderly client begins to excuse herself from the table. Since business etiquette is meant to be non-gender specific, the appropriate “manner” states that you, as a male, should not stand as she gets ready to leave the table. But you also know the client is old-school—and so you decide that, despite the latest guideline or “rule”, you will stand. As you do, she smiles and says, “Thank you.” By understanding the unique circumstances of the situation, and showing respect for your dinner companion by standing in spite of what the “rule” says, you have made her appreciate you much more. In turn, you have helped yourself and your company builds a better relationship with her.

Virtually, all the manners you will find in etiquette books—and, indeed, all the choices that you will ever make about your actions, appearance, and words—are governed by three principles: consideration, respect, and honesty.

In order to understand these principles and how they are used in etiquette, it is necessary to define each of them:

礼仪的三个原则是所有礼仪形成的指导思想，即所有礼仪都是在这个基础上建立起来的。这三个原则具体如下：

- ☐ 为什么需要特定的礼仪？
- ☐ 在某些场合，没有特定的礼仪或已有的礼仪派不上用场该怎么办？
- ☐ 应如何解决人际关系中发生的某些状况？

例如，在一个商务晚宴上，一位年老女客户正准备离开桌子（在商务礼仪中是没有性别区分的），作为男性的你不应该在她离开桌子时起立，但是因为你这位客户是你的老校友，所以你决定不顾礼仪课上的指导或是规定，站了起来。当你站起来时，她微笑着并对你说“谢谢”！通过对特殊环境的理解，以及出于对与你共同进餐的人的尊重而起立，虽然这并不是按照“规矩”做，但你获得了她对你的深深谢意，并且有利于你和你的公司与她建立起更好的关系。

事实上，所有礼节都可以在礼仪书中找到，而且所有关于行为举止、外表和语言的选择都是基于体谅、尊重和真诚这三个原则。

为了使你了解这些原则，并清楚如何使用它们，有必要给它们下个定义。

（1）Consideration 体谅

Consideration means looking at the current situation and assessing how it affects everyone who is involved. This is Why etiquette—defined simply as being sincerely considerate, respectful, and honest—is invaluable. Etiquette allows the real you to thrive, by giving you the skills and confidence to build the best relationships possible, which in turn will give you the opportunity to be as successful as you want to be. With the help of etiquette, the sky is the limit.

体谅，即观察周围的环境，评估一下它对参与其中的每个人的影响。礼仪是无价的——真诚地体谅他人、尊重他人，并诚实地对待他人。礼仪可以让你真正有所发展，它赋予你建立良好的人际关系的能力和信心，同时也给了你实现成功的机会。有了礼仪的帮助，成功将变得触手可及。

（2）Respect 尊重

Respects means looking at how your possible actions will affect others in the future. To respect the others is the essential etiquette in interpersonal communication. Respect is often displayed in the trifles, such as listening to the others attentively, not interrupting the other's conversation, remembering the names of new acquaintances, replying promptly to the letters, phone calls and messages.

尊重，即观察你可能有的举动，在未来将会如何影响周围的人。人际沟通中的基本礼仪是尊重他人。要尊重生活中的每一件事，即使是琐事。例如，聚精会神地倾听对方，不要打断别人的谈话，牢记新结识的人的名字，及时回复信件、电话和邮件。

（3）Honesty 真诚

Honesty means acting sincerely and being truthful, not deceitful. Contrary to what some people may think, a concerted effort to make a good impression through the use of etiquette does not mean putting on airs, playing games, betraying yourself, or compromising your integrity. Phoniness and pretentiousness are one thing; observing guidelines of behavior that have