

领先商务英语专业系列教材

# BUSINESS

■ 总主编 仲伟合 王立非

# 领先

# Leader

International  
Business Etiquette

# 国际商务礼仪

■ 刘白玉 包 芳 主编

高等教育出版社

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## International Business Etiquette

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# 国际商务礼仪

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# >> 总序

“十二五”期间，我国对外开放和经济国际化的步伐将不断加快，迫切需要培养大批精通跨国投资、跨国贸易且具备较强外语能力的复合型国际商务人才。截至2011年，教育部已批准32所高校开办商务英语本科专业，全国700多所院校开设了商务英语方向课程。

《领先商务英语》系列教材的设计理念和定位是：培养具有扎实的英语基本功、宽阔的国际视野、专门的国际商务知识与技能，掌握经济学、管理学和法学等相关学科的基本知识和理论，具备较强的跨文化交际能力与较高的人文素养，能在国际环境中熟练使用英语从事商务、经贸、管理、金融等工作的复合应用型商务英语专业人才。

本教材突出商务英语的特色和优势，包含语言技能、商务知识、跨文化交际能力和人文素养四个模块，体系完整，内容全面，设计新颖，特色鲜明。注重贯彻以内容为依托的教学理念，注重语言技能、跨文化能力和国际商务知识三者的平衡，以形式新颖和丰富多样的教学任务激发学生的学习兴趣 and 积极性，培养学生的自主学习能力、实践能力和创新能力。本套教材具有以下4个特点：

## 1) 合理兼顾语言、商务、文化三者的关系

本教材选材新颖，反映当今社会经济发展的新知识和新动态。选材兼顾语言、商务和文化三者的合理比例和衔接。不同阶段有所侧重，从侧重语言与文化逐步过渡到侧重商务与文化。

## 2) 突出跨文化商务交际能力的培养

本教材突出商务英语应用性和实践性强的特点，在打好扎实的语言基本功的同时，强调跨文化商务交际能力的培养，培养国际化思维，提高在多元文化和复杂国际商务关系的环境中用英语沟通、跨文化思维、跨文化适应和跨文化沟通的能力。

## 3) 强调国际商务知识与技能的应用

本教材突出商务英语特色和国际商务知识与技能的运用，逐步培养学生的学科思维 and 创新能力，使其掌握就业所需的社交知识、商务办公礼仪等普通商务

知识和经济学、管理学、国际商法、国际贸易、国际金融等商务专业知识以及谈判、演讲、写作等商务技能。

#### 4) 采用立体化教材设计手段

本教材突出可教性原则,在保留传统教学方法的优势的同时,整合现代信息技术与教材设计,搭建立体化商务英语学习平台,将多种类、多模态的商务英语学习资源进行网络化和数字化集成,培养学生在网络环境下的自主学习能力。

本套系列教材配有学生用书、教师用书、多媒体教学材料等立体化教学资源,适合商务英语专业的本科生、高职高专商务英语和经贸方向的学生以及涉外财经方向的本科生使用。

本教材编者均为全国主要商务英语专业院校的教学科研专家或中青年骨干教师,不仅具有丰富的商务英语教学和商务实践经验,而且都主持或参与过多项商务英语教材编写项目,从而保证了本套教材的编写质量。我们衷心地希望本套教材能够很好地满足各类高校商务英语教学和课程建设的需要。

编 者

2011年7月

# >> 前言

作为世界第二大经济体，中国正日益受到世界关注。而作为驱动中国经济发展的“三驾马车（出口、投资、消费）”之一的出口，对中国经济的快速崛起和中国综合国力的提高起到了不可替代的作用。随着改革开放的“号角”吹得越来越响，中国的对外商务活动将遍布更多国家和地区，越来越多的中国人也将加入到国际商务的大军中。我们在拥抱世界的同时，也在接受着国际标准的检验，对于从事国际商务活动的人士而言，则必须熟悉并掌握国际商务礼仪。

孔子曰：“不学礼，无以立。”礼仪是“规定社会行为和职业行为准则的习俗和体系”（《大不列颠百科全书》）。“礼”是“规”，是天地自然之道；“仪”是“矩”，是行为准则，也是治国做人的标准。礼仪，其实就是文明社会的道德规范。商务礼仪，就是商务活动中的礼仪规则。（肖芬：2009）礼仪是个人素质的综合体现，是企业形象的名片，是国家社会文明和进步的象征。

礼仪既具有普遍性，也具有差异性。不同国家、不同地区、不同民族的礼仪，既具有共性也具有特殊性。我们在国际商务活动中，既要掌握“微笑是阳光”这样的普遍性礼仪，也要掌握“点头不一定代表同意”这样的差异性礼仪。不遵循这些共性和差异性原则，轻则会引起对方误会，导致沟通不畅；重则会触犯禁忌，导致合作失败，甚至有损国家形象。而我们作为拥有五千年文明史的礼仪大国，在与世界进行商务合作的同时，应向各国人民展示我们大国的礼仪风范。

正是基于以上目的，我们组织专家精心编写了这部《领先国际商务礼仪》教材。本教材的特点是：一、语言规范：所有文章全部选自英美书籍、报刊或网站。二、内容全：涵盖了国际商务礼仪的主要领域，可谓一书在手，全领域皆知。三、既教书又育人：所有章节都有“名人名言”，“欢乐时刻”部分。据调查，现在大学生有60%的人具有心理障碍，除了社会原因外，我们的教学也有不可推卸的责任。通过日常的教学，循序渐进地培养学生的幽默感和乐观向上的人生观是本书的另一大特点。四、案例式教学：每一章均有经典案例，引导学生参与。这打破了传统的、学生不喜欢的“填鸭式”教学方法，适应了先进的教学理念。五、跨文化测试：文化差异是地雷，稍不小心就可能踩上，为此我们每章都特意

编写了跨文化测试,以培养学生的跨文化理念。六、教辅材料齐全。作为一线教师,我们深知教材和普通书籍有一个很大的区别,那就是应“便于教师教学”。为此,我们编写了完整的教辅材料——全部练习答案,全书的PPT课件和5套试题。所有使用本书的教师均可以从主编处获得,邮件刘白玉liubaiyu666@aliyun.com。

本书共十章,具体内容及编写人员如下:第一章,国际商务礼仪概述(刘白玉,刘璐丝);第二章,接送礼仪(韩小宁,王帅);第三章,会见礼仪(刘白玉,包芳,韩小宁,顿小慧,刘夏青,潘海会,张杰);第四章,商务谈判礼仪(刘夏青,王建波);第五章,宴会礼仪(顿小慧,李欣);第六章,礼品礼仪(潘海会,盛美娟);第七章,电话礼仪(韩小宁,矫永芹);第八章,信函礼仪(顿小慧,牟敏);第九章,电子邮件、备忘录及商务报告礼仪(张杰,于淼);第十章,跨国商务礼仪(包芳)。

使用对象:本教材既可以供商务英语专业的学生使用,也可以给国际商务专业、国际贸易专业的学生使用,同时也可用作在职MBA、政府涉外干部和企业涉外管理人员及出国人员的培训教材。当然,此书也是全校选修课的极佳教材。

由于编者水平有限,虽尽心竭力,但错误之处肯定在所难免,恳请专家和读者不吝赐教。

刘白玉

2013年3月于烟台黄海之滨



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## An Overview of Business Etiquette

*Business success is 10% what happens to you and 90% how you treat it.*

— Liu Baiyu

### Objectives

*After you have finished this chapter, you should be able to:*

- ▶ know the importance of business etiquette
- ▶ familiar with basic etiquette rules
- ▶ learn how to be successful in terms of etiquette



## I | On Etiquette

The word “etiquette” originated in France during the 1600s and 1700s. It used to mean “keep off the grass” in French. Louis XIV’s gardener noticed that the aristocrats were walking through the King’s garden, so he put up signs, to ward them off. However, the dukes and duchesses still walked right past these signs. Due to this blatant disregard, the King of Versailles decreed that no individual was to go beyond the bounds of the etiquette. The Meaning of etiquette would later include the ticket to a court that listed the rules on where a person would stand and what was to be done. This code of proper social behavior was eventually adopted by the upper classes throughout the western world.

Generally speaking, etiquette is more than knowing which fork to use for the salad. It boils down to kindness, courtesy and respect. All interpersonal relationships are guided by widely accepted rules of what is and is not appropriate behavior. Etiquette, courtesy and good manners are simply methods of polishing self-conduct to obtain positive results.

Business etiquettes are the expected behaviors and expectations for individual actions within society, group, or class. Within a place of business, it involves treating coworkers and employer with respect and courtesy in a way that creates a pleasant work environment for everyone.

Etiquette to society is what apparel is to the individual. Without apparel



men would go in shameful nudity which would surely lead to the corruption of morals; and without etiquette society would be in a pitiable state and the necessary intercourse between its members would be interfered with by needless offences and troubles. If society were a train, the etiquette would be the rails along which only the train could rumble forth; if society were a state coach, the etiquette would be the wheels and axis, on which only the coach could roll forward. The lack of proprieties would make the most intimate friends turn to be the most decided enemies and the friendly or allied countries declare war against each other. We can find many examples in the history of mankind. Therefore I advise you to stand on ceremony before anyone else and to take pains not to do anything against etiquette lest you give offences or make enemies.

## II | A Good Etiquette Is Half a Success

A work day of every business person is made up of a series of meetings and greetings. Whether you are making the initial contact with a client or a colleague, you want to get off on the right foot. Doing so will make the first encounter and subsequent ones go smoothly and easily. Getting off on the wrong foot can make for a difficult recovery.

Establishing a positive presence begins with your introduction. Whether you are introducing yourself to another, or introducing two people to each other, it is important to do so in a correct manner.

Your goal with the first few minutes of meeting other people is to make them feel comfortable and to put them at ease so they will want to do business with you. When you are confident of the rules for those critical initial encounters, you will have a solid start for long-term profitable relationships.

Believe it or not, minding your manners in meeting and greetings does make a difference in business these days. To illustrate: A manager said that he had talked with a number of potential firms on a business and that while every one of them could do the job, in the end, he picked one because their team

displayed the best manners in the process of meeting, greeting and introducing people by far. He added, "We always hire for manners because everything else can be learned on the job."

Every day we encounter people in a variety of business and social situations. The way we meet and greet them creates lasting impressions and paves the way for a productive encounter. Introductions project information. Besides the obvious elements of name, title, and affiliation, an introduction conveys a level of respect and reflects how the person making the introduction views the other person's status. Mastering the art of introduction will help put you and the people you are introducing at ease. Learning the basics — and they are not very difficult — is the first step.

Want to be successful in your business? Remember: a good etiquette is half a success. To be skilled at meeting, greeting and introducing people can help you win over business.

### III | Basic Elements of Business Etiquette

**B**usiness etiquette is in essence about building relationships with people. In the business world, it is people that influence your success or failure. Etiquette, and in particular business etiquette, is simply a means of maximizing your business potential.

If you feel comfortable around someone and vice versa, better communication and mutual trust will develop. This comfort zone is realized through presenting yourself effectively. Business etiquette helps you achieve this.

Business etiquette revolves around two things. Firstly, thoughtful consideration of the interests and feelings of others and secondly, minimizing misunderstandings. Both are dependent upon self conduct. Business etiquette polishes this conduct.

Business etiquette varies from region to region and country to country. For the international business person, focusing too deeply on international

business etiquette would leave no time for business. However, there are some key pillars upon which good business etiquette is built.

### ● Behavior

Your manners and attitude will speak volumes about you. They will point to your inner character. If you come across selfish, undisciplined or uncouth your relationship is unlikely to prosper. Appropriate business etiquette promotes positive traits.

### ● Honesty

A reputation for delivering what you say you will deliver goes a long way in the business world. Remember, a reputation for integrity is slowly gained but quickly lost. Understanding a particular country's business etiquette provides a framework in which you can work without fear of crossing boundaries in terms of agreements, promises and contracts.

### ● Character

Your character refers to what you as an individual bring to the business table. Proper business etiquette allows you to exhibit your positive qualities. For example, it's important to know when to be passionate and not emotional or self-confident without being arrogant. Just through learning another's business etiquette you demonstrate an open-mindedness which will earn respect.

### ● Sensitivity

Sensitivity and consideration underlie all good business etiquette. Being prepared for foreign ways and methods and responding thoughtfully is achieved through experience and business etiquette know-how. By avoiding misunderstandings and misinterpretations through business etiquette you lay foundations for a strong business relationship.

### ● Diplomacy

Avoiding thoughtless words and actions protects you from negative consequences. Impulse often leads a business person astray. Business etiquette encourages the careful thought of the interests of others and choosing acceptable forms of expression.

### ● Appearance

Dressing appropriately, standing and sitting in the right place at the right time, good posture and looking physically presentable are all elements in making a good impression. Business etiquette teaches you how to suitably present yourself and what to avoid.

Analyzing, understanding and implementing the above will help you recognize what business etiquette is and how it should be employed within the business world.

For the international business, etiquette acts as a key. It locks the doors of poor communication and misunderstandings and opens doors to successful business relationships.

## IV | Basic Functions of International Business Etiquette

Etiquette, or good manners, is an important part of our day to day lives. Whether we realize it or not we are always subconsciously adhering to rules of etiquette. Much of the time these are unwritten; for example giving up your seat to a lady or elderly person, queuing for a bus in an orderly fashion according to who arrived first or simply saying “please” or “thank you”. All are examples of etiquette; complex unwritten rules that reflect a culture’s values.

Etiquette accomplishes many tasks. However, the one noteworthy function that etiquette does perform is that it shows respect and deference to another. By doing so it maintains good interpersonal relationships. Ultimately, it could be argued, etiquette is about making sure that when people mix together there are rules of interaction in place that ensure their communication, transaction or whatever it may be goes smoothly.

We all know how we or others feel when a lack of etiquette is shown. If someone jumps the queue, does not thank you for holding the door open for them or forgets to shake your hand, we naturally feel disrespected and perturbed.

Keeping the above points in mind, now consider the complexities of working on the international stage. Modern business is global and demands people travel to foreign countries and mix with foreign clients, colleagues or customers. Each one of those cultures will also have their own etiquette rules, many of them unwritten. When two or more different cultures mix, it is easy for small etiquette mistakes to be made that could have negative consequences. Just as you may have felt annoyed when a foreign businessman did not shake your hands upon greeting you, imagine how your Chinese client must have felt when you wrote on his business card or your Indian colleague reacted when you flatly rejected an offer of a meal. Sometimes, not understanding the etiquette of another culture means you show a lack of manners and a lack of deference. This can and does lead to soured relationships, lost deals and in the end poor business results. Anyone working on the international stage needs to understand international business etiquette.

International business etiquette manifests in many shapes and sizes. Throughout the world people from different cultures have varying etiquette rules around areas such as personal space, communication, gift giving, food, business meetings and much more. For those wanting to make a good impression, the understanding of international business etiquette is crucial. By way of introducing some of the key areas within international business etiquette we shall look at the following common areas:

### ● Business Card Etiquette

When you exchange business cards do you simply pass it over and forget about it? In many countries the business card has certain etiquette rules. For example in the Arab world you would never give or receive a business card with your left hand. In China and Japan you should try and use both hands to give and receive. In addition it is always good etiquette to examine the card and make a positive comment on it. Whereas in the UK it may be OK to sling the business card into a pocket, in many countries you should always treat it with much more respect such as storing it in a business card holder.



### ● The Etiquette of Personal Space

How close do you stand to people? Is it impolite to touch somebody? What about gender differences? In the Middle East you may get very touchy-feely with the men, yet one should never touch a woman. A slap on the back may be OK in Mexico but in China it is a serious no-no. Touch someone on the head in Thailand or Indonesia and you would have caused great insult. Without an appreciation of international business etiquette, these things would never be known.

### ● The Etiquette of Gift Giving

Many countries such as China and Japan have many etiquette rules surrounding the exchange of business gifts. International business etiquette allows you an insight into what to buy, how to give a gift, how to receive, whether to open in front of the giver and what gifts not to buy. Great examples of gifts to avoid are anything alcoholic in Muslim countries, anything with four of anything in Japan and clocks in China.

### ● The Etiquette of Communication

Some cultures like to talk loudly (US and Germany), some softly (India and China); some speak directly (Holland and Denmark) others indirectly (UK and Japan); some tolerate interrupting others while speaking (Brazil) others not (Canada); some are very blunt (Greece) and some very flowery (Middle East). All will believe the way they are communicating is fine, but when transferred into an international context this no longer applies. Without the right international business etiquette it is easy to offend.

By way of conclusion we can state that etiquette helps maintain good relations with people. When dealing with people from a shared culture, everyone knows the rules and there is not much to think about. Those that lack etiquette are branded as uncouth and rude. However, this is not the same when working on the international stage. Someone may very well come across as being rude through a lack of etiquette but this may be because in their culture that behavior is normal. As a result international business etiquette is a key skill for those wanting to be successful when working abroad. Through a great appreciation