

国际商务系列教材

Series of International Business

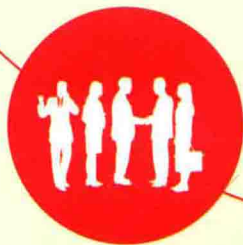
丛书主编：张立玉



International Business

国际商务礼仪

张立玉 著



WUHAN UNIVERSITY PRESS

武汉大学出版社

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图书在版编目(CIP)数据

国际商务礼仪/张立玉著. —武汉:武汉大学出版社, 2014. 9

国际商务系列教材

ISBN 978-7-307-13462-1

I. 国… II. 张… III. 国际商务—礼仪—高等学校—教材 IV. F718

中国版本图书馆 CIP 数据核字(2014)第 119163 号

责任编辑:谢群英 责任校对:汪欣怡 版式设计:韩闻锦

出版发行:武汉大学出版社 (430072 武昌 珞珈山)

(电子邮件:cbs22@whu.edu.cn 网址:www.wdp.com.cn)

印刷:湖北省京山德兴印务有限公司

开本:787×1092 1/16 印张:12 字数:280千字 插页:1

版次:2014年9月第1版 2014年9月第1次印刷

ISBN 978-7-307-13462-1 定价:25.00元

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序

随着商业经济和信息技术的飞速发展，以及经济全球化的进程加速，社会活动的各个层面都不可避免地趋向国际化，各种行业中的国际交流活动也日益频繁，商务交往手段越来越新颖化、多样化。商务活动已经不再局限于卖出单向交流，而是由内向外——从公司内部运营到商场的服务，从个人的专业知识、才能到言行举止，达到全方位的人际交流。而英语作为其中最重要的信息载体之一，已成为现代国际社会各个领域中使用最广泛的语言，其重要性日益突出。

“商务英语”的概念来自于英文译文 Business English，而英文中“business”一词并不仅对应汉语“商务”（理解为生意或经营业务）概念，而是涵盖了所有非私人活动的社会公众活动。所谓“商务”，是指围绕贸易、投资等各类经济、公务和社会活动，包括贸易、金融、营销、旅游、新闻、法律、外事等领域。随着近年来中国的政治和经济实力不断的提升，特别是中国加入世界贸易组织以来，中国经济以前所未有的深度和广度继续对外开放，日益融入到区域经济和全球经济一体化的框架中，人们需要学习，了解更多的国际商务知识，熟悉国际商业规范，拥有较强的跨文化交际能力以便能直接参与国际合作与竞争。

目前国内人才市场口径宽、适应性强的复合型英语人才需求旺盛。商务部的一项调查显示，我国急需高素质、复合型、具有较强国际竞争力的高级商务英语人才。调查预测未来二三十年内，高级商务英语人才的需求量将成倍增长。商务英语是一门交叉学科，涵盖了应用语言学和商科等诸多学科，商务英语人才也由于口径宽、适用性强而备受人才市场青睐。由此可见，随着我国经济的日益开放和跨越式发展，社会对外语人才的需求已经呈现出新的变化，单一的“英语基础技能+英美文学知识”培养方式已无法满足社会经济发展的需要，而对于高素质、复合型商务英语人才的需求已成为时代发展的必然趋势。“国

际商务系列教材”(Series of International Business)就是在经济全球化成为现实,国与国之间相互依赖的时代而推出的。它联合了众多高等院校具有丰富教学实践经验的专家、教授编写而成。本系列教材对于国际商务专业的学生具有非常强的指导性和可操作性。

本系列教材旨在为人们提供系统和实用的国际商务知识、规范和原则,通过学习国际商务相关知识,提高自己的竞争能力,减少失误和误会,赢得更多的商机。本系列教材的编写力图做到时效性、全面性、创新性、生动性、准确性、实用性和客观性。在内容上尽可能做到与时俱进,贴近时代,并具有可操作性和可移植性。其内容丰富,选材广泛,深入浅出,编排紧凑,特别适用于国际商务专业硕士、商务英语方向研究生,商务英语本科生作为教材,也适用于业内人士自修和工作参考。

我们诚恳希望广大专家和师生给我们提出宝贵的意见和建议。

张立玉

2013 年春天

前 言

随着全球经济一体化趋势的日益发展，国际间的商务往来活动日益频繁，竞争越来越激烈，商务交往手段越来越新颖化、多样化，商务活动已经不再局限于卖出单向交流，而是由内向外——从公司内部运营到商场的服务，从个人的专业知识、才能到言行举止，达到全方位的人际交流。随着近年来中国的政治和经济实力不断地提升，特别是中国加入世界贸易组织以来，中国经济以前所未有的深度和广度继续对外开放，日益融入到区域经济和全球经济一体化的框架中，人们需要学习更多的商务礼仪，遵守一些现代商务礼仪规范，熟悉中国商务礼仪，了解世界其他国家的礼仪和禁忌。

《国际商务礼仪》一书旨在为人们提供系统和实用的商务礼仪的规范、原则和技巧，通过学习商务基本礼仪规范，帮助读者及从业人员了解中国与西方国家的商务礼仪文化差异，从而提高交际能力。

全书共分12个章节，从商务接待、商务宴请、办公室礼仪、面试礼仪、社交礼仪、谈判礼仪、旅行礼仪、餐饮礼仪等方面，详细地阐述了跨文化交际中的基本礼仪常识。每个章节都有其独立的商务礼仪内容，突出介绍一些商务礼仪的基本原则和运作技巧，旨在为全球化生活、学习和工作环境中的交际者提供基本的行为指引，人们还可以通过学习国际商务礼仪规范，消除礼仪差异导致的交际障碍，提高交际的有效性，以便提高自己的竞争能力，减少职场的失误和误会，从而赢得更多的商机。

作者在著书过程中，参考了国内外有关书籍和资料，个别地方引用了现成资料，在此特向原作者致以衷心的感谢！由于作者水平有限，不足之处在所难免，敬请读者批评指正。

张立玉

2014年10月于武昌珞珈山



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An Introduction of Business Etiquette

Etiquette has to do with good manners. It is not so much our own good manners, but making other people feels comfortable by the way we behave. It is more or less thinking of others and how others perceive us. An etiquette or good manner is one of those basic principles. Rules of good behavior have been built up over hundreds of years; worthless ones are continually being discarded and those proven to be useful are kept and improved upon.

»» 1.1 The Definition of Etiquette

Etiquette refers to some standard behaviors observed by people in their communication. It is also a kind of civilization accumulation of home being and becomes fixed, handed down from generation to generation. Many experts say that etiquette is simply showing respect for others and yourself at the same time. So, even though aspects of good manners do vary from place to place and some rules may be added to keep up with technology or lifestyles — the foundation of etiquette, its meaning, will forever remain strong.

Good manners are not only indispensable in society, but they have a very practical value in the business world. Breeding is an essential part of the equipment of anyone who wishes to go far in his particular work or profession. No doubt many failures can be traced to *boorishness*(粗鲁), to lack of consideration for one's fellows, to neglect of the courtesies essential to civilized living... In both social and business life we seek the people with whom we can be at ease, the people whose manners do not offend us and in whose company we feel entirely comfortable. There is, indeed, nothing that costs less and at the same time is of more value to you than good manners... However, it must be remembered that... Just as words die from our language and others are born into it, just as skirts soar to the knees one season and tumble to the ankles the next, so do the formalities and outward gestures of etiquette vary according to the times. Although the spirit of etiquette remains always essentially the same, the expression of etiquette — the rules of conduct which govern social life and our associations with one another, is forever adjusting itself to new conditions. So, in other words, learn the definition of etiquette early. Take in all the basic

knowledge that you can now, so that you too can adjust to our ever changing world.

» 1.2 The Definition of Business Etiquette

Business etiquette is a kind of good manners performed by businessmen in their business activity. As good manners can guide them to behave in a certain way, the important element for a successful business is to acquire a good knowledge of different business etiquettes.

In recent years, business environment is becoming increasingly more global. Meetings, phone calls and conferences are held all over the world and attendees can come from any point on the globe. On any given business day, We can find ourselves dealing face-to-face, over the phone, by e-mail and, on rare occasions, by postal letter with people whose customs and cultures differ our own. We may never have to leave home to interact on an international level.

While the English old saying “When in Rome, do as the Romans do” still holds true, business clients and colleagues who are visiting this country should be treated with sensitivity and with an awareness of their unique culture. As we know every culture represents a certain choice of behavior patterns from the infinite patterns of human experiences. Not to do your homework and put your best international foot forward can cost you relationships and future business. One small misstep such as using first names inappropriately, not observing the rules of timing or sending the wrong color flower in the welcome bouquet can be costly.

» 1.3 Rules of Business Etiquette

There is no one set of rules that applies to all international visitors so do the research for each country that our clients represent. That may sound like a daunting task, but taken in small steps, it is manageable and the rewards are worth the effort. Keeping in mind that there are as many ways to do business as there are countries to do business with, here are a few tips for minding your global P's and Q's.

1) Building Relationships

When we do business with foreign clients, it is advisable to take time to get to know our clients and build rapport before you rush to the bottom line. Business relationships are built on trust that is developed over time, especially with people from Asia and America.

2) Dressing Conservatively

People in some countries like to dress for fashion and comfort (e. g. American), but people from other parts of the world are generally more conservative. Our choice of business attire is a

signal of our respect for the other person or organization. It is advisable to leave your trendy clothes in the closet on the days that you meet with our foreign guests.

3) Observe the Hierarchy

It is not always a simple matter to know who the highest-ranking member is when we are dealing with a group. To avoid embarrassment, err on the side of age and masculine gender, only if we are unable to discover the protocol with research. If we are interacting with the Japanese, it is important to understand that they make decisions by consensus, starting with the younger members of the group. By contrast, Latin people have a clear hierarchy that defers to age.

4) Understanding the Handshake

With a few exceptions, business people around the world use the handshake for meeting and greeting. However, the styles vary among different countries. For example, the American style handshake with a firm grip, two quick pumps, eye contact and a smile is not universal. Variations in handshakes are based on cultural differences, not on personality or values. The Japanese give a light handshake. Germans offer a firm shakes with one pump, and the French grip is light with a quick pump. Middle Eastern people will continue shaking your hand throughout the greeting. Don't be surprised if you are occasionally met with a kiss, a hug, or a bow somewhere along the way.

5) Using Title and Correct Forms of Address

People are very informal in the United States and are quick to call others by their first name. Approach first names with caution when dealing with people from other cultures. Use titles and last names until you have been invited to use the person's first name. In some cases, this may never occur. Use of first names is reserved for family and close friends in some cultures.

Titles are given more significance around the world than in the United States and are another important aspect of addressing business people. Earned academic degrees are acknowledged. For example, a German engineer is addressed as "Herr Ingenieur" and a professor as "Herr Professor". Listen carefully when you are introduced to someone and pay attention to business cards when you receive them.

6) Exchanging Business Cards

The key to giving out business cards in any culture is to show respect for the other person. Present your card so that the other person does not have to turn it over to read your information. Use both hands to present your card to visitors from Japan, China, Singapore. When you receive someone else's business card, always look at it and acknowledge it. When you put it away, place it carefully in your card case or with your business documents. Sticking it haphazardly in your pocket is demeaning to the giver. In most cases, wait until you have been introduced to give

someone your card.

7) Valuing Time

Not everyone in the world is as time conscious as Americans. Don't take it personally if someone from a more relaxed culture keeps you waiting or spends more of that commodity than you normally would in meetings or over meals. Stick to the rules of punctuality, but understand when your contact from another country seems unconcerned.

8) Honoring Space Issues

In general, people in a country have a particular value for their own physical space and are uncomfortable when other people get in their realm. If the foreign visitors seem to want to be close, accept it. Backing away can send the wrong message. So can touching. You shouldn't risk violating someone else's space by touching them in any way other than with a handshake.

Whether the world comes to you or you go out to it, the greatest compliment you can pay your international clients is to learn about their country and their customs. Understand differences in behavior and honor them with your actions. Don't take offense when visitors behave according to their norms. People from other cultures will appreciate your efforts to accommodate them and you will find yourself building your international clientele.

»» 1.4 Business Etiquettes in China

Doing business in one country could be quite different from the way in which it is done in another country. Doing business in China means that business people will come into increasingly frequent contact with Chinese business people and officials. It is imperative that those doing business in China learn about areas such business culture, business etiquette, meeting protocol and negotiation techniques in order to maximize the potential of their business trip. Here are some business etiquettes in China:

1) Greetings

When businessmen do business with people from the other cultures, it is avoidable to make a greetings or introduction, which is the very important in business activities. Address a person using his or her family name only, such as Mr. Chen or Ms. Hsu. The Chinese family name comes first and is usually one syllable. A one or a two-syllable given name follows a family name. For example, in the case of Zheng Linyin, Zheng is the family name and Linyin is the given name. In some instances, Westernized Chinese might reverse their names when visiting and sending correspondence abroad. Therefore, it is always a good idea to ask a native speaker which name is the family name.

For business purposes, it is traditionally acceptable to call a Chinese person by the surname, together with a title, such as “Director Wang” or “Chairman Li.” Avoid using someone’s given name unless you have known him or her for a long period of time. Formality is a sign of respect, and it is advisable to clarify how you will address someone very early in a relationship, generally during your first meeting.

Do not try to become too friendly too soon, and do not insist that your Chinese counterparts address you by your given name. The Western pattern of quick informality should be resisted.

Chinese way of greeting is a nod or slight bow. However, when interacting with Westerners, Chinese usually shake hands. Bear in mind that a soft handshake and a lack of eye contact do not necessarily indicate timidity. It only implies that the person is not accustomed to the firm handshakes commonly used in the West.

2) Business Meetings

In China, it is assumed that the first person that enters the room is the head of the group. Westerners should observe this convention so as not to confuse the Chinese. Important guests are usually escorted to their seats. If the meeting room has a large central table, the principal guest is likely to be seated directly opposite the principal host.

When you exchange business cards, hold out your card using both hands with the writing facing the recipient. Cards should always be exchanged individually (one-on-one). Never toss or “deal” your business card across the table, as this is considered extremely rude. Receive a business card with both hands and scan it immediately for vital information. Then lay the card in front of you on the table. It is demeaning to put someone’s card directly into your pocket without looking at it first.

Meetings begin with small talk. Resist the temptation to get down to business right away. Also, avoid telling western-style jokes, because jokes sometimes do not translate across cultures and can cause confusion or hurt feelings.

3) Social Events

In social events, seating arrangement is often determined by the host, being a guest, you should wait to be seated rather than seating themselves. At a formal banquet, do not eat or drink anything (except tea) until the host/hostess has delivered the welcome toast and eating.

If you are the guest of honor, be prepared to give a short, friendly speech in response to the host’s speech. It is polite to sample every dish served. Your host may serve some food for you, and it is nice to reciprocate if you feel comfortable doing so.

Never drink your alcoholic drink alone. If you would like to take a sip from it, find someone else at the table that you can toast with and then you can drink.

The Chinese hosts often place some food on their guests’ plates as a sign of respect, do not feel obliged to finish everything on your plate, just leave something on your plate at the end of the

meal or your host might think that you are still hungry.

No matter how good a drinker you are, do not challenge a Chinese into a drinking contest. As big drinkers, certainly they will win.

4) Gift-giving

Unlike many countries, the giving of gifts does not carry any negative connotations when doing business in China. Gifts should always be exchanged for celebrations, as thanks for assistance and even as a sweetener for future favors. However, it is important not to give gifts in the absence of a good reason or a witness. This may be construed differently.

When the Chinese want to buy gifts it is not uncommon for them to ask what you would like. Do not be shy to specify something you desire. However, it would be wise to demonstrate an appreciation of Chinese culture by asking for items such as ink paintings or tea. Business gifts are always reciprocated. They are seen as debts that must be repaid.

When you give gifts, do not give cash. They need to be items of worth or beauty. Do not be too frugal with your choice of gift otherwise you will be seen as an “iron rooster”, i. e. , getting a good gift out of you is like getting a feather out of an iron rooster.

If is appropriate to bring a gift, particularly something representative of your town or region, to a business meeting or social event. Gifts indicate that you are interested in building a relationship. A gift should always be wrapped, but avoid plain black or white paper because these are the colors of mourning. Present the gift with both hands as a sign of courtesy and always mention that this is only a small token of appreciation. Do not expect your gift to be opened in your presence. This indicates that it is the thought that counts more than the material value.

Never give a clock, handkerchief, umbrella or white flowers, specifically chrysanthemums, as a gift, as all of these signify tears and/or death. Never give sharp objects such as knives or scissors as they would signify the cutting of a relationship. Lucky numbers are 6 and 8 (especially in a series, such as 66 or 888). An unlucky number is 4.

» 1.5 The Important Role of Business Etiquette

Business etiquette plays a very important role in foreign business. Companies know that business etiquette skills can directly affect productivity, profits and retention. Doing business with foreign clients requires more than just financial acumen. A lack of knowledge about a customer's culture can lead to misunderstanding, frustration and potential embarrassment. When making market research, exporters should have a clear picture of their foreign clients' cultures and regional etiquettes when preparing to export. The building of successful business relationships is a vital part of any international venture, and such relationships rely heavily on an understanding of each partner's expectations and intentions.