



新基点 全国高等院校商务英语专业本科系列规划教材·商务知识子系列

NEW BENCHMARK

国际商务礼仪 (英文版)

International
Business
Etiquette



史兴松 主编

International Business Etiquette



对外经济贸易大学出版社

University of International Business and Economics Press

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新基点 (NEW BENCHMARK) 全国高等院校商务英语专业本科系列规划教材由对外经济贸易大学出版社联合对外经济贸易大学、广东外语外贸大学、上海对外贸易学院、东北财经大学、上海财经大学等学校的骨干教授编写而成。

2007 年国家教育部批准设立了商务英语本科专业。为促进商务英语学科建设,适应教学改革和创新的需要,对外经济贸易大学出版社特组织编写了“新基点”系列教材。本系列教材体现商务英语专业最新教学特点和要求,是面向二十一世纪的一套全新的立体化商务英语教材,主要适用于全国各高等院校商务英语专业本科学生。

本系列教材旨在培养具有扎实的英语基本功,掌握国际商务基础理论和知识,具备较高的人文素养,善于跨文化交流与沟通,能适应经济全球化,具备国际竞争力的复合型英语人才。共由语言技能、商务知识、人文素养三个子系列组成。

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上述的每套子系列教材都自成体系,合在一起又形成了有机的整体。本套教材不是封闭的,而是随着教学模式、课程设置和课时的变化,不断推出新的教材。对外经济贸易大学出版社旨在广泛调动社会智力资源,与时俱进、推陈出新,推出一套适合新兴商务英语专业本科学生的系列教材。

编撰者们不仅具有丰富的语言教学经验,而且获得工商管理、经济学等商科专业的硕士、博士学位,具备商务活动的实践经验。他们集教学经验和专业背景于一身,这正是本套商务英语系列教材编撰质量的有力保证。

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2012 年 6 月

前 言

本书旨在普及商务礼仪知识，提高经贸类本科专业学生在未来商务活动中的礼仪素养，为其步入商界在国际性商务交往中进行有效沟通奠定基础。

在国际商务往来日益频繁的 21 世纪，国际商务礼仪已经成为世界各国商务活动中普遍遵循的行为规范和准则。从事商务活动的业内人士，只有掌握国际间通用的商务礼仪和礼节常识，了解各国特有的风俗文化、民族习惯，才能达到有效沟通、和谐共处、共同发展的目的。各大院校对此广为重视，并相继开设了相关课程。然而，目前国内使用的同类教材多用中文编写。因商务英语技能在国际商务活动中的重要性愈来愈受到各界重视，本书采用英语介绍国际商务礼仪的核心内容，力图在介绍国际商务礼仪知识的同时，以英语为载体帮助学生提高商务英语语言能力。本书在参阅大量英语原版文献资料的基础上编写而成，具有深入浅出、针对性强、具体生动、实用有效等特色。课后练习强调英语与商务知识并重，既注重商务英语的基本技能（听说读写译等），又注重启发、训练学习者在商务活动中分析和解决问题的能力。

本书第一章介绍礼仪和商务礼仪的定义、概念、发展及国际商务礼仪的基本原则和意义；第二至第十章分别介绍国际商务中的见面礼仪、仪容着装礼仪、办公礼仪、会议礼仪、电话礼仪、面试礼仪、餐饮礼仪、谈判礼仪和馈赠礼仪等。教材编写过程中参考引用了大量英文原版文献，以求向读者呈现原汁原味的英文。因参考文献众多（详见书后参考文献部分），难以一一请示联系原作者，特此向所引用文献的作者们表示最诚挚的敬意和谢意！

此外，为促进学习者对商务知识及英语技能的同步提高，本书的单元构成努力做到专业知识与语言技能的结合与统一。各章由学习目标、正文（专业知识）、词汇术语及练习构成。课后练习涵盖专业知识问答（简答、判断对错、选择题等）、语言技能训练（填空、连线、翻译、口语活动、写作等）及实践操作（案例分析、小组活动、模拟实践等）。本书比较适合商务英语方向或专业的本科生，以及对商务英语交际感兴趣的业内人士阅读。书中编写错误在所难免，如有不当之处，敬请读者批评指正。

编 者
2012 年 6 月

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英美散文选读 (二)
大学英汉翻译
大学汉英翻译

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Chapter 1

Business Etiquette in the International Arena

Learning objectives

By the end of this introductory chapter, you should be able to

- define etiquette and business etiquette
- understand the origin and development of etiquette
- be aware of basic principles of international business etiquette
- realize the significance of learning international business etiquette

Text

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 gardens, so he put up signs, or *étiquets*, 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 *étiquets*. 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.

Etiquette, like language, has evolved, but it still means literally “keep off the grass”. Until the 1960s, the importance of good manners was taught without question, but with the

liberated 1970s came a decline in the popularity of proper etiquette teaching. In the 21st century, a new emphasis has been placed on traditional values. Proper etiquette and protocol has given children and adults alike a vital tool that not only provides a competitive edge, but also a sense of confidence.

I. Business etiquette

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.

As etiquette is the guideline for knowing how to behave appropriately in all situations, business etiquette is the art of knowing how to behave and interact with people in a wide variety of business situations. Today's workplace is a more complex environment than it was even a couple of decades ago. Writing a letter, talking on the telephone, conducting a meeting, and introducing business associates are examples of everyday situations that demand appropriate business etiquette skills. Good and/or poor etiquette skills may be exhibited in various ways. An individual may be courteous or rude, on time or late, sloppy or neat, just to mention a few ways that etiquette may influence business associates' perceptions.

In today's competitive world, interpersonal business relationships pose a special challenge because the consequences of a faux pas can be far-reaching—a lost sale, an angry customer, a dissatisfied boss, a missed opportunity. People make choices in the business arena, and they choose to do business with people they like and respect. Successful business relationships rely more than ever on personal contact. Etiquette skills can help you to establish productive relationships with colleagues and clients, and proper business etiquette helps to maximize your business potential. When you properly acknowledge others with whom you conduct business, deliver what you promise, keep in touch, build the relationship, and offer competent service and a reliable product, people will look forward to working with you and will recommend you to others. People gravitate to those who are kind, considerate, thoughtful, courteous, respectful, and credible. Courtesy, respect and concern for the comfort of others are necessary in all business and personal relationships.

Therefore, no matter what business you're in, proper business etiquette is not optional; it is something you must use every day. Proper business etiquette will help you appear

polished and professional, rendering you knowledgeable and confident in clients' eyes. Knowing what is proper conduct allows you to be comfortable and in control in any business situation. You know how to greet guests, make introductions, dine with dignities, converse on many subjects and treat everyone with respect. Your poise and confidence will reflect your leadership abilities, and both your reputation and that of your company's for superb client relationships will soar.

II. International business etiquette

As the international marketplace flourishes, it might be difficult for you today to find a business that doesn't transact, in some way, with an individual or company from around the world. Whether you're an importer of fine chocolates from Belgium, an exporter of Chinese textile, or a seller of computer software to Japan, the chance to transact business globally opens amazing doors of opportunity. Certainly the advent of e-mail and other "real-time" technology advancements have helped forge the way. As multinational, multi-cultural and multilingual organizations continue to expand with employees from all over the globe living and working in different cultures to their own, probabilities to commit social faux pas are rife.

Remember that when we write or speak to someone in another culture, we instinctively "encode" our message with assumed-knowledge or "givens" from our culture. The message receiver then "decodes" our message, according to their culture. Each society has developed different ways to handle a given type of interaction and it is difficult to argue that one way is better than the other. Because each culture values its own etiquette rules and considers them as normal, it is usually best to remember the axiom "When in Rome, do as the Romans do." As business professionals, we may have to take seriously even the smallest nuances—tone of voice, facial expressions and body language etc.

However, business etiquette varies from region to region and country to country. For the international business person, focusing too much on international business etiquette would leave no time for business. Before going to specific details, therefore, we need to look into some key pillars upon which good business etiquette is built. A thorough grasp of these tips will reinforce the talents you already possess and provide valuable soft skills to help you compete in a global economy which demands flexibility and awareness. You can use protocol and personal diplomacy to tip the scales in your favor to achieve success in the international business arena no matter where you conduct business.

Manners and attitudes

Courtesy

According to Yager (1991), you need to be courteous, pleasant, and positive, no matter how demanding your clients, customers, co-workers, or employees might be. No one likes to work around a negative, suspicious, or difficult person. Proper business etiquette allows you to exhibit your positive qualities, for example, knowing when to be passionate without being emotional, or self-confident without being arrogant. Your manners and attitude will speak volumes for you. If you come across as selfish, undisciplined or uncouth, your relationship is unlikely to prosper. Appropriate business etiquette promotes positive traits. What gets you to the top is a friendly manner.

Honesty

A reputation for delivering what you say goes a long way in the business world. 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.

Sensitivity

Good business etiquette emphasizes both sensitivity and consideration, which requires you to be concerned with others, be empathetic to other's points of view, and be sensitive to where their points of view come from. Business savvy can be achieved through detailed preparation and thoughtful response. A strong business relationship can be well-founded if no misunderstandings exist in international business communication.

Rank and status

When visiting another country, be prepared for a formal atmosphere in your business dealings. You may feel uncomfortable with foreign codes of etiquette which is so elaborate and inflexible that you have never seen in your country. Such factors as proper behavior, sensitivity to cultural differences should be well understood both inside and outside the office since they have a great bearing on your business relationship. Your rank in the organization will determine whom you meet in the host country. A manager from your company will meet with a manager in the host country. Your corporate title may have a different connotation in

your host country. Make sure your position is not lower than the position of the person you are meeting. Sending a mid-level executive to deal with a high-ranking executive in your host country may be interpreted as an insult. The message is clear—you and your company consider the executive or the business itself to be of little importance.

Actions

Appearance and dress

Dress appropriately. Business attire in the international arena consists of quality fabrics and conservative styling in subdued colors. To make a good impression, you are advised to dress in a modest way, stand and sit properly, and look physically presentable. A sloppy appearance may be regarded as an insult by your colleagues and clients, because they may deem that you don't care enough about the people or the company and you don't show enough respect.

Positive first impression

Perfect your greetings and introductions. When meeting someone for the first time, you will make a lasting impression on that person within the first few seconds of your greeting. Style and form play a major role in successfully conducting business meetings worldwide. Regardless of the setting, introductions and greetings are an essential element of proper business etiquette. When you introduce yourself, include your first and last name, your title, and company name. When you are waiting to be introduced, be polite and modest, and wait until the verbal introduction concludes before extending your hand for a handshake. Remain alert and immediately extend your hand if the other person offers his/hers before the introduction is complete. Be aware of how you conduct yourself. You never get a second chance to make a positive first impression.

Business card etiquette

Your business card represents you and your company. Its printing and paper quality should be consistent with the image you wish to convey. You should carry cards in a card case and place several cards in your outside jacket pocket for easy access before attending an event. Present your card with your right hand or both hands, with the card's host-language side up and the print facing the recipient so the recipient can read it. When you receive a card, take your time and look at it. It is representative of the person. In Asian countries, take the card

with both hands and read it thoroughly. Place the guest's card in an appropriate and respectful place, in a card case, or in your outside or inside jacket pockets. Never place it in your back trouser pocket because this is considered offensive in some cultures. Don't write on the card in the person's presence. This is considered rude in some cultures as well.

Conversation skills

Pay attention to the volume of voices around you. If necessary, readjust your voice to a lower level to match the others. Raising your voice won't help the person understand you better. Don't interrupt when someone is speaking. Don't finish someone's sentence. Both acts project rudeness and impatience, which results in losing information and business. Don't ask, "Do you understand me?" It's annoying and demeaning. Many people choose to agree rather than appear as if they don't understand you. Moreover, prepare yourself in advance to discuss your host country or the homeland of your visitor. Read publications devoted to international news. For short-term business dealings, learning a few key phrases in the language of the country you'll be visiting, as well as familiarizing yourself with its courtesies, will go a long way toward demonstrating respect.

Body language and gestures

Try to familiarize yourself with the body language of your international colleagues and clients. Asians usually avoid physical contact except for a handshake. Keep a distance of at least three feet during conversation. Britons and Western Europeans avoid excessive hand gestures, touching, and standing too closer. On the contrary, Latin Americans, and Arabs will stand closer together during conversation. Resist the urge to back away to your comfort zone while talking to them.

Dining with a client

The host is supposed to make the client feel at home. There are some tips to keep in mind when dining out: ask your client's dietary preferences and restrictions, think about the purpose of the meeting, and choose an agreeable environment for your conversation. As the host, you, of course, should let your guest order first and you take care of the bill. Follow up the next day with a phone call expressing how much you enjoyed the meeting, which gives closure to the outing.

Gift-giving customs

Review gift-giving dos and don'ts. Gift-giving customs vary from one country to another. An appropriate gift in a European country may be inappropriate in an Asian country. Many companies in the United States have a policy that doesn't allow employees to give or receive gifts, or establishes a maximum value on gifts given and received. A visitor should not be offended if someone can't accept a gift. Check with the embassy of your host country for guidelines.

Sending crystal clear messages

Crystal clear language is a good way to gain control over correspondence. What you mean must be focused, concise, precise, idiomatic and without grammatical errors.

Avoiding thoughtless words and actions protects you from negative consequences. Impulse often leads a business person astray. Business etiquette encourages careful thoughts of the interests of others and choosing acceptable forms of expression. In addition, avoid ambiguous language. Avoid slang, jargon or buzz words. Be especially careful about joking with international customers. Humor does not travel well across cultures. Not only do you take the risk that the customer may not understand the anecdote, you also risk unintentionally offending a potential customer.

Preparation before the journey

You must learn another country's rules of etiquette before attempting to conduct business there. Before your journey, your organization may send you to courses and trainings. But if it doesn't, be proactive and go to the library or bookstore and check out a book on the business etiquette of the particular country. You'll come across as respectful and professional if you take the time to do your homework and prepare. You may be able to conduct business without prior preparation, but you'll be more successful if you embrace and respect their way of doing things.

In conclusion, there's a lot to learn and take into account when conducting business on a global platform. It can often be a minefield of social faux pas but the benefits and advantages to your business relationships and your career usually outweigh the disadvantages. In international business communication, etiquette intelligence and people skills help to distinguish you from the crowd and outclass your competition. Appropriate, effective communication and behavior, as well as social savvy and common-sense etiquette can create a distinct advantage for the person who learns to leverage interpersonal skills to build and

enhance relationships in the workplace. While these skills alone will not insure success, they will give you an edge that can make the difference between you and another person who is just as smart and equally as well-trained. Combining know-why and know-how can give you confidence to tackle interpersonal business challenges. Success in business depends as much on personality and people skills as it does on professional knowledge and technologies. Business etiquette can be your passport to success and your goals.

Build your vocabulary

advent	<i>n.</i>	出现, 到来
anecdote	<i>n.</i>	典故
blatant	<i>adj.</i>	明显的
decree	<i>v.</i>	发布命令
demeaning	<i>adj.</i>	降低身份的, 有辱人格的
impulse	<i>n.</i>	冲动
inflexible	<i>adj.</i>	不灵活的
integrity	<i>n.</i>	诚信
leverage	<i>n.</i>	杠杆作用
minefield	<i>n.</i>	雷区
nuance	<i>n.</i>	色调, 细微差别
poise	<i>n.</i>	平衡, 姿势
proactive	<i>adj.</i>	积极的
rife	<i>adj.</i>	流行的, 非常多的
savvy	<i>n.</i>	理解能力, 悟性
sloppy	<i>adj.</i>	溅湿的, 溅污的
subdued	<i>adj.</i>	柔和的, 减弱的
uncouth	<i>adj.</i>	粗俗的, 怪异的
unkempt	<i>adj.</i>	乱蓬蓬的, 不整洁的, 未加雕琢的

Expressions

business attire	商务着装
buzz words	流行语

crystal clear	完全透明的, [喻] 极其明白, 十分清楚
conducive to	有助于……的
give sb. an edge over	使人占优势
faux pas	失礼, 失言
gravitate to/towards	转移至, 被吸引
know-how	实际知识, 技术秘诀, 诀窍
ward off	避开, 防止



Exercises

1. Answer the following questions based on your understanding of the text.

- 1) What is the origin of the word “etiquette”?
- 2) What rules are generally accepted to guide the interpersonal relationships?
- 3) What are the consequences of a socially awkward or tactless act?
- 4) Is it practical for the international business person to focus deeply on international business etiquette? If not, what can one do?
- 5) How should one introduce himself for a positive impression?
- 6) What should be taken into consideration when one presents his business card?
- 7) How does expected distance differ between nations?
- 8) How can one maximize the effect of dining out with a client?
- 9) Give some examples of the global conversation skills.
- 10) How can one prepare for the overseas journey?

2. Fill in each blank of the following sentences with one of the words in the list given below. Make changes when necessary.

tip	attire	advent	dignity	prosper
courteous	trait	fabric	achieve	impulse
minefield	decree	amazing	rife	nuance

- 1) One of his less attractive _____ is criticizing his wife in public.
- 2) The dictator _____ that his birthday would be a public holiday.