



国际商务礼仪

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WTO 国际商务英汉双语丛书

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张燕彬 编著

International
Business
Etiquette

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辽宁教育出版社

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International Business English-Chinese Series

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《WTO 国际商务英汉双语丛书》总序*

于光远

中国加入 WTO 不仅是中国的需要，也是世界上其他国家的需要。

“中国在国际贸易中的份额不断增加，地位持续上升，已成为全球举足轻重的贸易大国。世界贸易组织如无中国参加，就失去其普遍性。它接纳中国是全球一体化的必然。”联合国副秘书长金永健先生是这样评价中国参加 WTO 的重要性和必然性的。

加入 WTO，就要在我国普及 WTO 知识，包括普及 WTO 英语知识，使学习研究世界贸易专业的大学生、研究生、政府公务员、企业界人士，乃至各行各业人士都能熟悉 WTO。

因此，辽宁教育出版社出版《WTO 国际商务英汉双语丛书》是一项很有意义的事。我国从事商业领域，包括外贸、金融、商务、法律、海关、银行、会计等部门的专业人士和从业人员，都能从这套丛书中受益。

所以，我很高兴在这套丛书付梓的时候，为它写这样一篇总序。



2000 年 12 月 25 日于北京

* 于光远，中国社会科学院首任副院长，我国著名的经济学家和哲学家。

前 言

随着经济全球化的推进，国际商务交往日益频繁，随着中国加入 WTO 进程的加快，国际贸易竞争则愈加激烈。在这些商务活动中，如何能让有着不同文化背景的商务人士在和谐的感觉中进行商务活动呢？于是，必要的礼仪知识就显得尤为重要了。为了给各位商界人士成功的商务活动助上一臂之力，特编写此书，为大家的商务实践起一个指导的作用。

本书内容均选材于当代国外相关原版资料，又结合中国商务活动的具体情况。编者从较为实际的方面入手，讲述了关于求职面试、商务谈判、日常商务活动以及书面商务文函等方面的礼仪准则。一个成功的商务人士，应该同时兼备专业知识与良好的行为举止，所以本书适用于从事外经贸工作者、外事工作者及其他从事涉外商务活动的人士参阅。

在编写本书的过程中，得到很多有关人士的大力帮助，在此特表谢忱。

由于编写时间仓促，编者水平有限，缺点错误难免存在，敬请读者批评指正。

张燕彬

2001 年 2 月

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Chapter One: Business Communication and Business Etiquette

1.1 *The Importance of Communication*

There is no denying the importance of job-related knowledge. Whether you are an engineer, accountant, computer programmer, machinist, contractor, medical professional, or any other kind of worker, succeeding in the job requires specialized information and skills.

But specialized knowledge alone isn't enough to guarantee success. Whatever job you choose, communication skills will also be vital. Employers recognize this fact. An impressive collection of research identifies communication as the most important factor in successful job performance. Communication skills are valuable throughout the career. Subscribers to the Harvard Business Review rated "the ability to communicate" the most important factor in making an executive "promotable", more important than ambition, education, and capacity for hard work. A twenty-year study that followed the progress of Stanford University M. B. A. s revealed that the most successful graduates (as measured by both career advancement and salary) shared personality traits that distinguish good communicators: a desire to persuade, and interest in talking and working with other people, and an outgoing ascendant personality.

解说

人类社会的活动都离不开人与人之间的交往与交流，人类的交际活动渗透到人类生活的方方面面，而且在交际工作与事业活动的成功与否方面扮演着非常重要的角色。

deny 否认

specialized information and skills 专业知识与技能

communication skills 交流技巧

ascendant personality 优势个性

Most successful people recognize the role communication skills have played in their career. In a survey of college graduates in a wide variety of fields, more respondents said that communication was vital to their job success. Most, in fact, said that communication skills were most important than the major subject they had studied in college. In one survey of business-school alumni, oral communication skills were judged as "mandatory" or "very important" by 100 percent of the respondents—every person who replied.

The importance of communication is not surprising when you consider the staggering amount of time people spend communicating on the job. Most experts state that the average business executive spends 75 to 80 percent of the time communicating—about 45 minutes out of every hour. One survey of almost a hundred companies revealed that 80 percent of the businesspeople responding conducted interview, 78 percent gave instructions to subordinates, 76 percent gave oral reports, and 75 percent spoke with clients. Communication is just as important in other field. Lawyers, teachers, and salespeople (the most common

entry-level job in many industries) obviously need to be able to communicate effectively. Health-care professionals work with colleagues and patients. Computer programmers interview clients to learn their needs and to explain how programs work. Even research scientists must frame grant proposals that communicate the need for a project and must be able to report the results clearly to others.

解说

vital 重要的

mandatory 强制的, 义务的, 必须的

staggering 惊人的

give instruction to subordinates 给下属发布指令

client 客户

frame 指定, 拟出

The importance of communicating effectively on the job is obvious. But the discussion so far hasn't even addressed the fact that communication skills often make the difference between being hired and being rejected in the first place. In a classified ads specifically asked for applicants with communication skills. Oral communication and selling were most frequently mentioned, followed by writing, counseling, recruiting, interviewing, and supervisory skills. A survey of 154 employers who recruit on college campuses showed that one of the three most preferred areas of study was oral and written business communication. (The other two were accounting-personnel management and human behavior in organization.) When 170 well-known business and industrial firms were asked to list the most common

reasons for not offering jobs to applicants, the most frequent replies were "inability to communicate" and "poor communication skills".

解说

communicating effectively 有效地交流

being rejected 被拒绝

frequently 经常地

counseling 咨询

recruiting 招收新雇员

inability to communicate 交流能力低弱

交流直接影响着公司商务活动的成败，而商务礼仪恰恰是在人际交流的过程中才得以体现。因而，在认识商务礼仪重要性的同时，一定要理解人际交流在商务行为中的重要性。

1.2 *Etiquette in Business*

Etiquette is based on consideration, or the well-known "you-attitude", which is in itself an ethical consideration. We have considered etiquette with the study of ethics, goodwill letters, word usage, letter arrangement, and other subjects.

An authority on business and personal etiquette opens 519-page book *Letitia Baldrige's Complete Guide to Executive Manners*, with these words:

"This is a book about manners but also about the quality of excellence. It is a book about the importance of detail and about how details linked together can create the strong, effective executive presence that propels and individual up-

ward in his or her career. This is, therefore, a book about success..."

This book is based on the theory that 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 they also play a major role in generating profit. An atmosphere in which people treat each other with consideration is obviously one in which a customer enjoys doing business. Also very important, a company with a well-mannered, high-class reputation attracts—and keeps—good people.

解说

在商务交际过程中，得体的礼仪无疑是成功交流的重要因素。礼仪的前提是相互尊重。礼仪的结果是走向成功。

etiquette 礼仪

ethical consideration 道德行为准则的考虑。这里指将礼仪这一狭义的概念放在道德准则这一大的视角下考虑，也可理解为礼仪是可以包含于 ethic 中的。

propel 促使，驱动

cost-effective 合算的

optimum 最佳的

company image 公司形象

The "rules" of etiquette are based on consideration, first of all, but also common sense and a recognition of the usual customs and mores of the society which we live or work. This recognition of particular customs is particularly troublesome when we travel or work abroad. Actions based