

国际 商务文化

WTO 国际商务英汉双语丛书

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王正元 编著

International
Business
Culture

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辽宁教育出版社

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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

由于全球一体化的发展，不同文化背景的人们经济合作越来越频繁。增强跨文化理解、克服文化冲突，加强文化传通和合作，就显得非常重要了。有鉴于此，世界上许多大公司在国际商务中都充分重视并加强跨文化的研究。

本世纪 60 年代末期到 70 年代前期关于“全球村”的预言已经成为现实。人们再也不能回避或坚持闭关自守的孤立政策，不同文化间的时空关系不断被打破。封闭的、孤立的、保守的和排它的文化现象正在不知不觉中改变。取而代之的是宽容的、吸纳的跨文化合作正在发展扩大。合作文化已成为当代国际商务合作的重要内容。文化交融现象已经成为不争的事实。因此中国在即将加入 WTO 成为世界贸易组织一员的今天，作为企业重视学习研究国际商务文化显得非常必要。

不可否认，文化是一个复杂的、棘手的概念。文化是知识、经验、信仰、价值观及社会角色等的积淀物。文化是无所不包的生存方式和模式，因此文化是非常宽泛的概念。

本书介绍的只是商务文化的基本观点和一些当今世界商务文化专家的最新研究成果。同时着重分析了东西方文化差异和文化因素在企业运作中的作用，及克服文化冲突建立合作文化的途径。希望本书对走进国际商务的人们和跨文化学习者能有所帮助。

王正元

2000 年 10 月

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Chapter One: Main Factors of Culturel

1. 1 *What Is Culture?*

Culture is a complex matter, including knowledge, belief, art, morals, custom, and other capabilities acquired by people as a member of society. People learn culture in the course of everyday living by communication with those around them. Culture learning starts at an early age and generally stays with people for the whole of their lives. In turn, people transmit culture to others, especially to their offspring, through direct instruction and the behaviors they consciously and unconsciously encourage and discourage.

The foundation of a culture is its values and norms. Values shape idea about what society believes to be good and right; values also establish the culture bedrock of a society. They provide the context within which a society's norms are formed and justified. They include a society's attitude toward such concepts as norms of a society; it is also true that the social structure and religion can be influenced by values and norms of a society.

解说

individual 单独的；个人的；个性的

identify 确认

socialize 使之社会化，使之具有社交性

consciously 自觉的

value 价值

bedrock 基础；床沿

concept 概念

religion 宗教

什么是文化？这是一个很复杂的问题。但有一点人们是有着共识的，这就是文化在制约着人们的行为。因此，文化在国际商务中是不可忽视的重要方面；而价值观 (values) 和规范 (norms) 是文化的基石，各国文化也都如此

1.2 *Culture, Values and Norms*

1.2.1 Values

As business becomes increasingly global, culture understanding becomes the basis of success or failure in any business. Most culture understanding focuses on the concept of different in values between cultures, much of this regarding to intuitive expectation of relationships between values and other variables.

Researchers from various disciplines have provided facts on the nature and function of values, one of the earliest classification schemes to describe human values as theoretical, economic, aesthetic, social, political, and religious categories. Rokeach (1979) added precision to the description of values, defining them as global belief that guides actions and judgments across a variety of situation. Rokeach viewed values as the learned mental programming that results from living within and experiencing a culture setting.

Values seem to be the tenets of a society's culture

(Kluckhohn & Strodtback defined it) as that which is explicitly or implicitly desirable to an individual or group, and which influence the one's behavior which can be seen of one's career in such behavior as working hard and seeking opportunities to develop new skills. Concern for others reflects caring, and compassionate behaviors such as encouraging other employees or helping others work on different tasks. These behaviors constitute organizational citizenship. Honest is accurately providing information and refusing to mislead others for personal gain. Fairness focuses impartiality and recognizes different points of view. Individuals usually get these values in terms of their importance in their work lives.

Individuals have different values systems, which mean they vary their value systems, when they share similar values at work, the results are positive. Employees who share their supervisor's values are more satisfied with their jobs and more committed to the organization. Values also dominate one's view of choices of jobs. In some ways, traditionally, pay and advancement potential have been the strongest influences on job choice decisions. However, a recent study provided that three other work values — achievement, concern for others, and fairness — exerted more influence on job choices decisions than did pay and promotion opportunities.

Companies recruiting job applicators should care individual's values and to the messages that organizations send about company values. Our attitudes and values help us to determine what we think is right or appropriate; what is important, and what is desirable, as these are the one's we

will look at. We must consider attitudes and values because, as someone said "people act on them".

解说

failure 失败

intuitive 直观的

partition 分裂; 分割

aesthetic 审美的

define 解释; 界定

career 生涯

constitute 组成; 构成

impartiality 公平; 无私

exert 行使; 发挥

explicitly 明确地; 清楚地

什么是价值观, 由于经济发展的全球化, 使传统的价值观与现代的价值观不完全一样; 价值观对商业运作有何影响, 现代价值观是怎样体现的? 本章阐述了这些问题

1. 2. 2 Norms

Norms are social rule and guidelines that prescribe and rule appropriate behavior in particular situations. Norms shape the actions of people toward one another. Norms guide the relationship of people. We can also categorize norms as folkway or mores. Folkways are the routine conventions of everyday life. Generally, folkways are actions of little moral significance. Rather, they are social conventions for such things as appropriate dress, social etiquette, "table manners" neighborly behavior, and the like. Folkways define the way people are expecting to behave, but violations of them are not normally a serious matter. If people violate