

# 国际商务礼仪

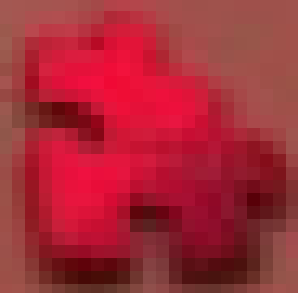
廖国强 王朝晖 主编



对外经济贸易大学出版社

# 国际商务礼仪

第2版



中国商务礼仪  
中国商务礼仪

全国应用型本科商务英语系列规划教材

四川省教育厅重点科研项目成果（编号：11SA075）

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# 国际商务礼仪

## International Business Etiquette and Manners

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## 国际商务礼仪

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# 出版说明

经济与贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇，也提出了更多的挑战。为了更好地推动商务英语本科专业的发展，对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势，高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美、劳全面发展，英语语言基础扎实，具有较强的英语交际能力，具备基本的商务与文秘知识和业务能力，知识面宽，具有创新精神，知识、能力、素质协调统一，面向经贸、外事、涉外企业、跨国公司、教育等行业，能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。本系列教材从当前形势需求出发，力求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，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。

本套“全国应用型本科商务英语系列规划教材”适用于全国应用型本科院校商务英语专业、英语专业的商务/应用/外贸英语方向以及财经类专业的学生，内容包括《商务英语听说》、《商务英语阅读》、《商务英语写作》、《商务英语函电》、《商务英语翻译》、《国际商务制单》、《国际贸易理论与实务（英文版）》和《国际商务洽谈口语教程》等。

本系列的编撰者们不仅具有丰富的语言教学经验，而且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，这是本套商务英语系列教材编撰质量的有力保证。

此外，本套教材配有辅导用书或课件等立体化教学资源，供教师教学参考（可登陆 [www. uibep. com](http://www.uibep.com) 下载）。

对外经济贸易大学出版社  
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# 前 言

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随着经济全球化进程的不断加快，中国与世界各国的交往日益频繁。中外经贸领域的交流与活动，进一步促进了我国经济与贸易的新繁荣。对外经贸活动离不开语言的交际功能，国际商务礼仪在跨文化经贸交际中正起着越来越重要的不可替代的桥梁和纽带作用。在当今多元文化背景下的国际商务环境中，专业知识能力、与人相处的技巧和优雅得体的仪态对事业的成功起着重要的作用。具备这些综合素质，就容易赢得国际客户及合作者的支持。我们深知，中华之崛起离不开经济贸易往来，为了适应新形势下全球社会经济的发展 and 广大读者对国际商务礼仪书籍的需要，我们编写了此书。

本书针对社会各界英语爱好者和广大从事外贸业务人员及国际贸易、国际商务、电子商务、商务英语、经济类、管理类、文秘类等专业的学生熟悉国际商务礼仪的需要而编写。本书在编写中注重结合当今跨文化商务交际可能遇到的新情况、新问题，突出重点，便于读者学习与了解开拓国际市场时可能遇到的商业和社交行为障碍的原因及交际对策。全书包括商务礼仪基础篇、商务礼仪社交篇、商务礼仪应用篇三大板块，每个板块又包含若干章节，内容紧跟国际经贸最新发展商务交际礼仪的需要，覆盖面广、实用性强。

全书用英文写成，以让读者更多地接触用于交流的英语语言，有效地提高实际运用语言的能力。每一章中的要点、部分短语或词汇等都提供了中文注释，可以满足不同需求和不同英语水平学习者的需要，力求实效，也可弥补所谓全英文太难或全中文讲解又不易掌握英文用法的不足。本书主要特色如下：

1. 本书由 30 章构成，涵盖了国际商务交际活动礼仪的方方面面，内容丰富多彩，文字流畅，信息量充足，语言难度适中，对社会各界的使用者和大专院校的学生具有较强的针对性。书中既提供了大量基础商务礼仪和社交礼仪的内容，也有应用性很强的商务交际中的实战技巧内容，能满足不同层次、不同用途使用者的需要，涉及面广。

2. 本书各章节根据英语的思维表达习惯编写，所述内容上既有相互照应之处，也能凸显各章特点，汉语注释起到互补作用，对尽快提高学习者的英语水平和熟悉相关商务礼仪具有积极意义。

3. 本书各章内容融基本礼仪知识和实例为一体,介绍的知识点力求全方位覆盖具有普遍性的国际商务礼仪规则,并注意交际细节和文化差异,理论联系实际,注重实用性、可操作性,以适应国际经贸领域业务拓展交流的需要。

4. 本书以综合性、应用性作为编写定位,尽可能结合国际经贸发展业务中对商务礼仪的需要。由于目前国内绝大多数的商务礼仪书籍均用中文编写而成,因此,本书也有助于大中专院校或社会培训机构进行国家提倡的双语教学,具有独特性、新颖性。

5. 突出实践性,学以致用,每章均配有诸如角色扮演类的练习题,让使用者通过实践或互动环节加深理解和运用,提高能够从全球化商务视角看问题的能力,适合对应用型人才培养的要求。

6. 选材广泛,涉及面大,知识点集中,主题突出,内容翔实,是迄今为止主要针对国内读者编写而涉及篇章最全面的跨文化英文商务礼仪书籍。

综上所述,本书突出了理论性、系统性、应用性和实用性,易学易懂便实践,能满足不同层次、不同水平的社会各行业涉外从业人员、英语爱好者的需要和大专院校国际贸易、国际管理、国际金融、电子商务、市场营销、经贸英语、涉外文秘等专业学生熟悉跨文化商务交际礼仪知识的需要,也可作为面向全校的素质教育选修课用书。使用者在选用本书时,可根据实际情况,进行适度的取舍或补充,对书中的内容或观点,应带着思考去看,在实践中,酌情调整自己的体态或礼仪语言。只有措辞得当,举止得体,才符合国际交际的风俗习惯,才能在当今竞争激烈的商务环境中赢得客户。毕竟国与国之间、地区与地区之间的礼仪习俗差异往往是巨大的,而且国际商务交流的过程是动态发展而非静止不变的,交流成功与否取决于你自身的灵活性以及你捕捉的信息质量和能力。所以,每单元提供的3至4篇范文仅供参考,内容上有时也有交叉或看法不一致的情况,读者应注意国情的不同、区域的不同、文化差异、宗教信仰等的不同,即学习中不要机械地生搬硬套。另外,为了方便教师课堂教学需要,本书特配备了课后习题答案及PPT课件供参考使用,请到 [www.uibep.com](http://www.uibep.com) 网站下载。

本书在编写及出版过程中,得到对外经贸大学出版社编辑的大力支持,在此表示诚挚的谢意。

由于编写时间有限,不妥之处在所难免,敬请广大读者和同仁批评指正。

编者

# 目 录

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## Table of Contents

### Part A 商务礼仪基础篇

- Unit One Posture Etiquette (仪态礼仪)
- Unit Two Dressing Etiquette (着装礼仪)
- Unit Three Makeup Etiquette (化妆礼仪)
- Unit Four Meeting and Greeting Etiquette (会面礼仪)
- Unit Five Handshaking or Kissing Etiquette (握手或亲吻礼仪)
- Unit Six Business Card Etiquette (名片发送礼仪)
- Unit Seven Conversation Etiquette (谈吐礼仪)
- Unit Eight Reception and Entertaining Etiquette (接待礼仪)
- Unit Nine Dining Etiquette (用餐礼仪)
- Unit Ten Farewell Etiquette (道别礼仪)

### Part B 商务礼仪社交篇

- Unit Eleven Information Asking Etiquette (询问礼仪)
- Unit Twelve Communications Etiquette (沟通礼仪)
- Unit Thirteen Job-hunting Etiquette (求职礼仪)
- Unit Fourteen Interview Etiquette (面试礼仪)
- Unit Fifteen Visiting Etiquette (拜访礼仪)
- Unit Sixteen Appointment Etiquette (邀约礼仪)



Unit Seventeen Festival and Holiday Etiquette (假日礼仪)

Unit Eighteen Gift Giving and Receiving Etiquette (送礼与受礼礼仪)

Unit Nineteen Accepting and Declining Etiquette (接受与婉拒礼仪)

Unit Twenty Netiquette (网络礼仪)

### **Part C 商务礼仪应用篇**

Unit Twenty-One Business Trip Etiquette (商务旅行礼仪)

Unit Twenty-Two Trade Show Etiquette (会展礼仪)

Unit Twenty-Three Sales Promotion Etiquette (推销礼仪)

Unit Twenty-Four Negotiation Etiquette (谈判礼仪)

Unit Twenty-Five Business Meeting Etiquette (商务会议礼仪)

Unit Twenty-Six Ceremony Etiquette (仪式礼仪)

Unit Twenty-Seven Service Etiquette (服务礼仪)

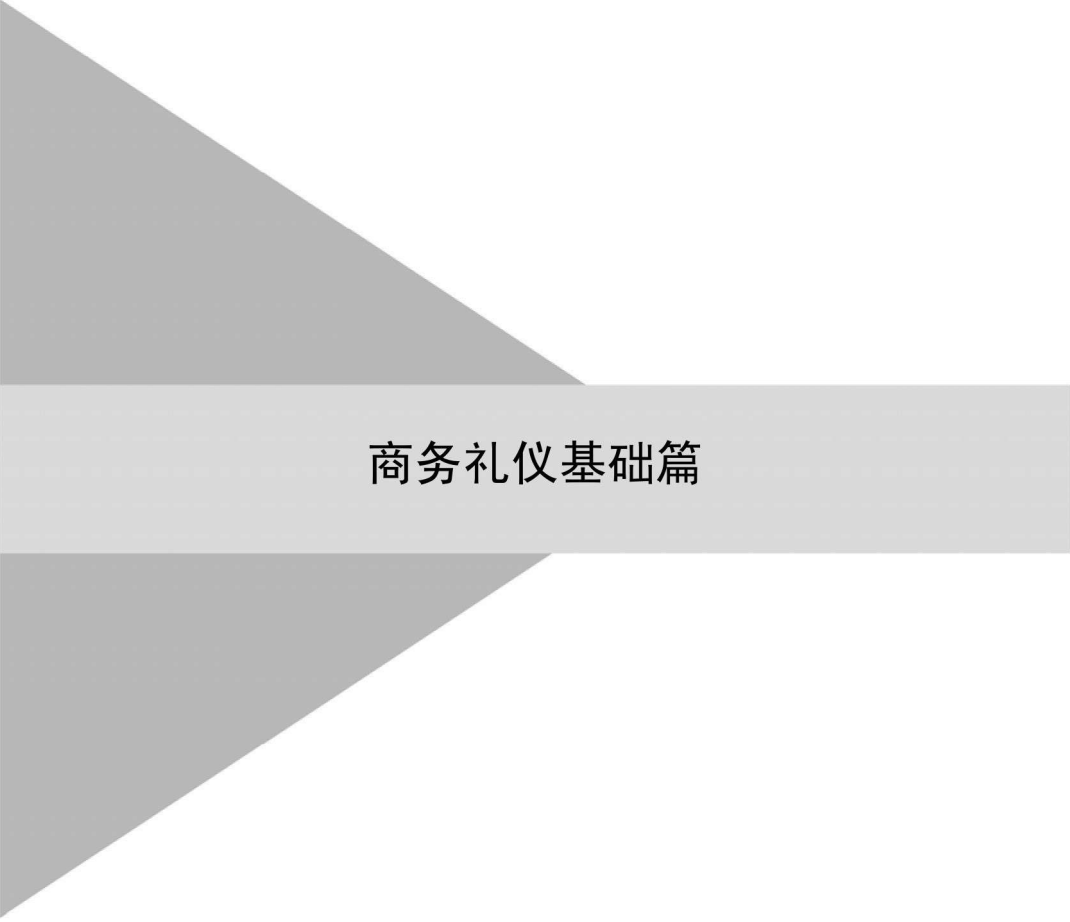
Unit Twenty-Eight Etiquette for Complaints (投诉礼仪)

Unit Twenty-Nine Intercultural Etiquette (跨文化礼仪)

Unit Thirty Etiquette Taboos (礼仪禁忌)

**References**

# Part A

A decorative graphic on the left side of the page. It consists of a large gray triangle pointing to the right, which is partially cut off by a horizontal gray bar. The bar extends to the right edge of the page. The text '商务礼仪基础篇' is centered within this bar.

商务礼仪基础篇

# Unit One

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## Posture Etiquette（仪态礼仪）

### Focal Points

1. Posture and its rules
  2. How to behave properly in business community
  3. Body language
  4. Non-verbal communication
- 

### Text A Postures（体态）

Want to succeed in business? New research reveals that your posture could be the key.

Posture is the way you hold your body against gravity while standing, walking, sitting or lying down. Gravity is pulling down your body all the time while you are trying to hold it upright. Good posture involves training your body to move in a way where least pressure is placed on muscles. Good or correct posture is not something you have to force upon yourself; it is the natural way your body is meant to be. Align<sup>1</sup> your body and you will feel a positive change in you instantly. Good posture means less strain and more energy. Good or correct posture is where your body is in proper alignment, the joints and muscles are working without unnecessary strain.

You may know the rules of proper business etiquette for verbal communication with others, but you should also know how to use your postures to send the right nonverbal

messages. Once you understand the particulars of posture etiquette, you can tell others that you are confident, approachable, respectful or attentive.



### Stance

Stance is one of the first things another person will notice about you. Communicate confidence by standing straight and maintaining your space by keeping your feet about 8 inches apart, with one slightly in front of the other. Your stance can also indicate whether you are open to being approached. If you are talking to someone and want to remain approachable, stand with your feet pointed outward rather than forming a rectangle<sup>2</sup> with the other person, and make eye contact with others when they approach.

### Eyes

Making eye contact is the most obvious way to demonstrate that you are listening to somebody. When you're looking at the other person's face as he is speaking, it shows that you are listening to what he is saying. There is however a subtle difference between looking at somebody and staring at somebody so it's important that you do occasionally move your eyes. Many business people will say that focusing on the tip of the other person's nose or mouth seems more comfortable than staring right into their eyes if you're engaged in an intense conversation. So, whilst it's acceptable to avert your gaze every now and then to avoid showing aggression, you should look at the person about 60% of the time to show that you're listening to them. Another interesting point is that if a person is talking to you and not looking at you whilst doing so, it can sometimes indicate that they might not be telling you the whole truth or they may be concealing something.

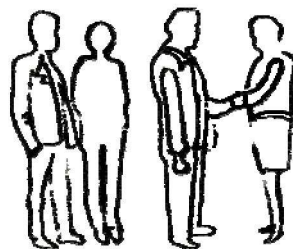
### Gestures

Doing one thing may mean another as the case may be. These are the things that we should look out for, as it can easily give things away about both yourself and the observer. A simple touch of the nose could mean that you/they aren't being truthful.

A lot of us move our heads when we are talking to get approval from others. If you want to look powerful, then you should try to keep your head movements to a

minimum.

How much you show your underbelly (your front) is a way of showing how confident, secure or trusting you are. The less you cover up your underbelly with folding arms, crossed legs, raised hands, etc, the more appropriate the qualities may be. Folding your arms may look as if you are trying to defend yourself and will look bad to the other person. If you talk to someone who originally has folded arms and crossed legs, and perhaps turning away slightly, you may think that he is uninterested in and also feeling detached from your conversation. If he starts to unfold his arms, uncross his legs, etc., it may be a sign that he is accepting your issue.



Another gesture that we use is called “mirroring”. You may not know it, but we are attracted by those people who are similar to ourselves. A case may be where you are with an employee to discuss an issue and you both take a similar sitting/standing position. The discussion goes well, but if you had taken a different position, it may not have gone as well as it did. This gesture is often used by sales people who sit in a similar position as their customer.

A common gesture is perhaps most annoying. It is known as “displacement activity” and is used to get rid of physical tension in the body. Examples of this may include nail-biting, playing with hair, chewing gum, and teeth grinding.

Grooming gestures<sup>3</sup> are those things we do to reassure ourselves. This may involve you in perfecting your hair or fiddling with your clothes. We normally do this when we are around people we don’t know, and so we groom ourselves to make us look more presentable to lift our confidence.

Finally, our hands are used to emphasize what we say, from pointing and saying “over there”; to waving someone away and saying “go away”. Hands that are made into a pyramid shape (fingers and thumbs on both hands touching, with palms wide apart) mean power. If someone sitting across a desk from you talks to you with the pyramid gesture pointing to you, this will either be your boss, or your future boss!

## Distance

It’s not always easy to gauge. “Personal space” is something you need to be aware

of. If you're in conversation and get too close to the other person, it may make him think of you as too pushy and, conversely, standing too far away can make you appear stand-offish<sup>4</sup> so you need to try to find a happy medium. Often, this will simply come naturally to you but if you're unsure, you can often take your cues from the other person—get too close and he'll step back a little, too far and then usually come towards you.

### Notes to Text A

1. align: make one's body upright 站直, 直立
2. rectangle 长方形, 矩形
3. grooming gestures: refer to those gestures to take care of one's own appearance by keeping hair and clothes clean and tidy 尤指梳理或打扮的动作
4. stand-offish: cold and distant in behavior 冷酷的、高傲的

### Text B Business Body Language (商务体态语言)

Your body language, i.e. your demeanor<sup>1</sup>, impacts your success. It's vital that you know how to act when you get to a conference, after-hours, meeting or trade show to make the most effective and efficient use of your time ... and to attract those people whom you want to do business with and add to your network.

The success of any encounter begins the moment someone lays eyes on you. One of the first things they notice about you is your aura, the distinctive atmosphere that surrounds you. You create it, and you are responsible for what it says about you and whom it attracts. Your aura enters with you and starts speaking long before you open your mouth. Since body language conveys more than half of any message in any face-to-face encounter, how you act is vital to your aura.

#### Eye Contact

Make it and keep it! Not only does focused eye contact display confidence on your part, it also helps you understand what the other person is really saying verbally.

Looking someone in the eye as you meet and talk with him/her also shows you are paying attention. Listening is the most important human relations skill, and good eye contact plays a large part in conveying your interest in others.



***When to look***

Begin as soon as you engage someone in a conversation. However, you may wish to start even earlier if you are trying to get someone's attention. Continue it throughout the conversation. Be sure to maintain direct eye contact as you are saying "good-bye." It will help leave a positive, powerful lasting impression.

***Where to look***

Imagine an inverted triangle in your face with the base of it just above your eyes. The other two sides descend from it and come to a point between your nose and your lips. That's the suggested area to "look at" during business conversations. Socially, the point of the triangle drops to include the chin and neck areas. When people look you "up and down," it's probably more than business or a casual social situation they have in mind!

***How long to look***

I suggest about 80–90 percent of the time. Less than that can be interpreted as discomfort, evasiveness, lack of confidence or boredom. When you stare longer, it can be construed as being too direct, dominant or forceful and make the other person uncomfortable. It's okay to glance down occasionally as long as your gaze returns quickly to the other person. Avoid looking over the other person's shoulders as if you were seeking out someone more interesting to talk with.

**Facial Expression**

Smile is an important facial expression. They show interest, excitement, empathy, concern; they create an upbeat<sup>2</sup>, positive environment. Smiles can, however, be overused. Often, men smile when they are pleased; women smile to please. You know which is the most powerful! To gain and increase respect, first establish your presence in a room, then smile. It is far more professional than to enter a room giggling or "all smiles."

Your mouth gives clues, too, and not just when you are speaking. Mouth movements,

such as pursing your lips<sup>3</sup> or twisting them to one side usually indicate that you're either thinking deeply about something that's been said to you or you are holding something back.

The position of your head speaks to people. Keeping your head straight, which is not the same as keeping your head on straight, will make you appear self-assured and authoritative. People will take you seriously. Tilt your head to one side if you want to come across as friendly and openly.

How receptive you are is suggested by where you place your arms. Arms crossed or folded over your chest say that you have shut other people out<sup>4</sup> and have no interest in them or what they are saying. This position can also say, "I don't agree with you." You might just be cold, but unless you shiver at the same time, the person in front of you may get the wrong message.

How you use your arms can help or hurt your image as well. Waving them about may show enthusiasm to some, but others see this gesture as one of uncertainty and immaturity. The best place for your arms is by your side. You will look confident and relaxed. If this is hard for you, do what you always do when you want to get better at something—practice. After a while, it will feel natural.

The angle of your body gives an indication to others about what's going through your head. Leaning in says, "Tell me more." Leaning away signals you've heard enough. Adding a nod of your head is another way to affirm that you are listening.

## Notes to Text B

1. demeanor: behavior 行为, 举止
2. upbeat: optimistic or cheerful; positive 乐观的, 积极的
3. pursing your lips: form your lips into a small tight round shape, to show disapproval or doubt 撇着嘴
4. shut other people out 将他人拒之门外

## Text C Non-verbal Communication (非言语交际)

Non-verbal communication is important. It includes eye contact, facial expression, and gestures. North Americans use eye contact in one-to-one conversations, indicating interest and respect. Meanings of body gesture differ by culture. In North America, if a



person nods by moving his head up and down, it means “yes”. The same gesture in Kuwait is understood as “no”.

In Germany and North America, shaking hands at the beginning and the end of a business meeting is important. In addition to a handshake, Germans, bow and maintain strong eye contact when acknowledging associates.

Brazilians, who are religious, emotional, and mystical people, think of the body as the sender of messages. Understanding non-verbal clues is essential to understanding what is being said. Personal space is not emphasized in Brazil. It is common for people engaged in conversation to stand less than a foot apart and it would be considered rude to take a step backwards.



In a Brazilian office people come in and out, and several conversations are carried on at once. People do not take turns speaking. One might interrupt conversation or speak simultaneously. This is not considered inappropriate. Brazilians also tend to linger in silence for long periods of time, a custom that makes Canadians uncomfortable.



The value of talk versus silence in a conversation varies greatly depending on the culture. For instance, in comparison to European and Americans, Asians are much more taciturn, or reluctant to talk. An Asian is more likely to use indirect expression to convey an intended meaning. Silence itself may be a very important message. For the Japanese, the silence between two utterances in a conversation belongs to the previous speaker, who indicates how long the silence should continue. The listener should show respect to the previous speaker's wish for silence, especially if the speaker is older or of higher status than the listener.

Unlike verbal communication, non-verbal communication is very unique among cultures. For effective intercultural communication, using appropriate non-verbal communication is even more critical than just using a fluent foreign language.