

汉语注音读物



ZHONGGUO
SHANGWU
WENHUA

中国商务文化

杨东升 编著
顾文同 翻译



北京语言大学出版社

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你想知道怎样跟中国人做生意吗？请看

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写在前面



这是一本供中级水平的汉语学习者阅读的课外读物。本书用浅显的语言介绍中国的商务文化知识，教您怎样在中国做生意。本书全文注有汉语拼音，并配有英文翻译，目的是给汉语水平较低而又对本书内容感兴趣的读者提供一些阅读上的帮助。最后希望这本小书能帮助您学好汉语，了解中国。

北京语言大学出版社

Preface



This after-school reading for intermediate learners of Chinese introduces the Chinese commercial culture in simple language to help you do business in China. Chinese *pinyin* is provided for each character of the articles, and the book also has English translation to help those who are interested in it but whose Chinese level is not good enough to read the articles. We wish that you will improve your Chinese and get to know China through reading this book.

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引言



yǐ qián jù lí hé shí jiān shì jìn xíng guó jì shāng wù de zuì dà
以前，距离和时间是进行国际商务的最大

zhàng ài xiàn zài jù lí hé shí jiān duì yú jìn xíng quán qiú shāng wù de
障碍，现在距离和时间对于进行全球商务的

rén shì lái shuō yǐ jīng bù chéng wèn tí le cóng shì guó jì shāng wù de
人士来说已经不成问题了。从事国际商务的

rén shì cháng cháng fā xiàn tā men chǔ yú yì zhǒng duō wén huà huán jìng zhī
人士常常发现他们处于一种多文化环境之

zhōng bù tóng de yǔ yán bù tóng de xí sú bù tóng de shǒu shì
中，不同的语言，不同的习俗，不同的手势

zhè xiē dōu wéi jiāo liú zhì zào le zhàng ài suī rán wǒ men bù néng
……这些都为交流制造了障碍。虽然我们

kuā dà zhè xiē bù tóng dàn shì wǒ men yě bù néng hū shì tā men de cún
夸大这些不同，但是我们也

zài yǒu rén shuō zuì hǎo de bàn fǎ shì liè chū yì zhāng yǒu guān gè
在。有人说，最好的办法是列出一张有关各

guó wén huà chā yì de qīng dān nòng qīng gāi zuò shén me bù gāi zuò
国文化差异的清单，弄清该做什么，不该做

shén me zhè yàng jiù bú huì zài wén huà fāng miàn mào fàn tā rén huò shī
什么，这样就不会在文化方面冒犯他人或失

lǐ rú guǒ nǐ zài zhōng guó jìn xíng shāng wù huó dòng xià miàn zhè xiē
礼。如果你在中国进行商务活动，下面这些

wèn tí yí dìng shì nǐ suǒ guān xīn de

问题一定是你所关心的：

zhōngguó rén zěn me kàn dài sòng lǐ

中国人怎么看待送礼？

shén me shì miàn zi hé rén qíng

什么是“面子”和“人情”？

wèi shén me zhōngguó rén zǒng shuō guān xì

为什么中国人总说“关系”？

hé zhōngguó rén tán pàn shí yīng gāi zhù yì shén me wèn tí

和中国人谈判时应该注意什么问题？

zěn me jī lì zhōngguó zhí yuán

怎么激励中国职员？

zhè xiē wèn tí qí shí dōu hé zhōngguó de wén huà yǒu guān xi

这些问题其实都和中国的文化有关系。

zhōngguó yǒu jǐ qiān nián de yōu jiǔ lì shǐ hé wén huà zhè shēn shēn de

中国有几千年的悠久历史和文化，这深深地

yǐng xiǎng zhe zhōngguó rén de sī xiǎng hé shēng huó zài jīng jì huó dòng

影响着中国人的思想和生活。在经济活动

zhōng zhú jiàn xíng chéng le jù yǒu zhōngguó tè sè de shāng wù wén huà

中，逐渐形成了具有中国特色的商务文化

huán jìng liǎo jiě zhè xiē wén huà tè diǎn yǒu zhù yú gèng fāng biàn de hé

环境。了解这些文化特点，有助于更方便地和

zhōngguó rén jiāo liú yě huì bāng nǐ zài zhōngguó huò dé chéng gōng

中国人交流，也会帮你在 中国获得成功。

zhōngguó zhèng chū yú gǎi gé kāi fàng de shí qī hěn duō wài guó

中国正处于改革开放的时期，很多外国

gōng sī lái dào zhōngguó cóng tā men nà lǐ zhōngguó liǎo jiě le wài

公司来到中国，从他们那里，中国了解了外

guó de shāng wù wén huà bìng zhú bù jiē shòu le tā men de wén huà

国的商务文化，并逐步接受了他们的文化。

dàn shì wén huà shì yì zhǒng hěn fù zá de xiàn xiàng shēn shēn yǐng
但是，文化是一种很复杂的现象，深深影
xiǎng zhe zhōng guó rén jǐ qiān nián de wén huà bù huì yīn wèi wài guó wén huà
响着中国人几千年的文化不会因为外国文化
de jìn rù hé yǐng xiǎng tū rán xiāo shī xiāng fǎn zài hěn duō fāng miàn
的进入和影响突然消失。相反，在很多方面
hái fā huī zhe zhòng yào de zuò yòng
还发挥着重要的作用。

wǒ men zhī dào shí jiān jiù shì jīn qián zài xiàn zài de shè huì
我们知道，时间就是金钱。在现在的社会
hái kě yǐ shuō yì shí dào wén huà chā yì jí qí mǐn gǎn xìng yě shì jīn
还可以说，意识到文化差异及其敏感性也是金
qián wén huà huì yǐng xiǎng xǔ duō zhòng yào de sī rén jiāo wǎng hé shāng
钱。文化会影响许多重要的私人交往和商
wù jiāo wǎng de xíng shì yǐng xiǎng jué cè zhì dìng hé guǎn lǐ fēng gé
务交往的形式，影响决策制定和管理风格。
mín zú wén huà jué dìng zhe qǐ yè wén huà yǐng xiǎng zhe gōng sī de nèi
民族文化决定着企业文化，影响着公司的内
bù jié gòu yíng xiāo xíng wéi jí qí duì guó wài shāng wù huǒ bàn hé hé tóng
部结构、营销行为及其对国外商务伙伴和合同
de kàn fǎ
的看法。

zǒng zhī hé zhōng guó jìn xíng shāng wù hé zuò yí dìng yào liǎo
总之，和中国进行商务合作，一定要了
jiě zhōng guó de shāng wù wén huà
解中国的商务文化。



Preface

Distance and time, which used to be the greatest obstacles of the international business affairs, are now out of question for those engaged in global business, who often find themselves in a multi-cultural environment, in which many factors, such as different languages, customs and gestures, create obstacles for communication. We should neither exaggerate nor ignore the differences. It is suggested that a list of the cultural differences of various countries should be prepared to make clear what should be done and what should not, so that one would not offend others or act impolitely due to the cultural factors. You will be concerned with the following matters if you do business in China:

How do the Chinese people regard gift presentation?

What do "face" and "personal relations" mean?

Why do the Chinese people always say "relations"?

What are the problems you should pay attention to when negotiating with the Chinese?

How to encourage the Chinese staff members?

All these problems are actually related to the Chinese culture. The Chinese people's thoughts and life are deeply influenced by the nation's thousands of years of history. The commercial cultural environment with the Chinese characteristics has gradually taken shape in the economic activities. To understand these cultural characteristics would be helpful to communicate with the Chinese people more easily, and it would also help you achieve success in China.

As China is now adopting the policy of reform and opening to the outside world, many foreign companies have come here, from which China has understood the foreign commercial culture, and gradually accepted their culture. However, as a complicated phenomenon, the Chinese culture which have deep influence on the people for thousands of years would not disappear suddenly with the entry and influence of the foreign culture. On the contrary, it has played an important role in many fields.

As we know, time is money, but it also means money in the modern society to understand the cultural differences and their sensitivities. Culture would influence the forms of many important personal and business contacts, as well as the formulation of policies and the styles of management. The national culture determines the corporate culture, and influences the company's structure and marketing behaviour, and its views on the international business partners and contracts.

Therefore, you need to understand the Chinese commercial culture in business cooperation with China.





一

中
国
人

Zhōngguó rén

的

de

特
点

Tèdiǎn