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当代商务英语

丛书主编 张立玉

实用商务涉外礼仪

BUSINESS ENGLISH

双语版

张立玉 编著

 北京理工大学出版社
BEIJING INSTITUTE OF TECHNOLOGY PRESS

当代商务英语

Contemporary Business English

丛书主编 张立玉

实用商务涉外礼仪
(双语版)

Practical English for Foreign Business Etiquette

 **北京理工大学出版社**

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丛书前言

随着改革开放的不断深入,中国正以日新月异的速度赶超世界先进水平,21 世纪的世界将是一个经济全球化的高科技时代,将在交际中竞争,在竞争中交际。我国加入世界贸易组织以后,竞争的焦点离不开经济、金融、贸易,而这些大多是以英语作为交际语言来进行的。所以,培养和造就一大批懂英语的高级商务人才已成为当务之急。

为了满足商务工作者希望短时间内掌握好商务英语的要求,特编写了这套实用性很强的《当代商务英语》系列丛书。

本套丛书包括《实用商务英语谈判——策略与技巧》《实用商务英语写作》《实用商务英语阅读》《实用商务英汉互译》和《实用商务涉外礼仪》5 种书。丛书具有体例新颖、实用性强的特点,注重掌握商务活动全过程,把商务内容贯穿其中,重点突出,使读者一目了然;本套丛书以实用为原则,在实际商务活动的基础上精心设计出各种典型的案例,可读性强,有一定的学术水准,不仅可供高等院校本、专科商务英语专业或相关专业作教材,而且不失为一套可供广大经贸工作者参考和借鉴的较为理想的读物。

编撰本套商务英语丛书是一种新尝试,丛书中肯定会存在一些不足,恳请广大的读者和同仁批评指正。

张立玉

前 言

随着商业经济和信息技术的飞速发展,国际间的商务活动和接触愈加频繁,竞争越来越激烈,商务交往手段越来越新颖化、多样化,商务活动已经不再局限于卖出单向交流,而是由内向外——从公司内部运营到商场的服务,从个人的专业知识、才能到言行举止,达到全方位的人际交流。随着近年来中国的政治和经济实力不断地提升,特别是中国加入世界贸易组织以来,中国经济以前所未有的深度和广度继续对外开发,日益融入到区域经济和全球经济一体化的框架中,人们需要学习,了解更多的商务礼仪,遵守一些现代商务礼仪规范,熟悉中国商务礼仪,了解世界其他国家的礼仪和禁忌。本书旨在为人们提供系统和实用的涉外商务礼仪的规范、原则和技巧,通过学习国内外基本礼仪规范,提高自己的竞争能力,减少失误和误会,赢得更多的商机。本书也可作为高等院校和职业学院的教学与培训教材。

本书的编写力图做到时效性、全面性、创新性、生动性、准确性、实用性和客观性。在内容上尽可能做到与时俱进,贴近时代。

全书共分为12个章节,每个章节都有其独立的商务礼仪内容,突出介绍一些商务礼仪的基本原则和运作技巧。每章节由以下几部分组成:要点(Focus)指出每章节的重点;导入(Getting-in)根据语言学习的规律,为确保各项语言基本能力的协调发展,在每章之首,导入该章节学习的商务礼仪内容,给学生较深的感性认识;商务礼仪知识(module)介绍该章节所涉及的商务礼仪主题相关知识;小常识(ABC)补充一些相关礼仪策略与技巧;常用表达方式(Useful Expressions)提供了相应环节典型的表达素材,便于读者在实践中进行移植;文化沙龙(Culture Salon)补充了一些相关背景知识;相关词语和术语(BBS)补充一些与各章节内容相关的词汇和术语;单元自测(Refreshing)促进读者自主学习,总结自己在本章节所学到的知识要点、常用表达词语、感受最深的内容以及不足之处,并鼓励读者按5个等级进行自我评定。另外,本书在附录中介绍了世界五大洲的基本商务礼仪。

本教材建议在可能的情况下,组织学生实地见习一些商务活动(如展销会、洽谈会等商务活动);教学中应尽可能引用案例进行讨论与教学。

为了方便读者,本书在书后还配有练习参考答案。

在编著本书过程中,作者参考了大量国内外有关书籍和资料,个别地方引用了现成资料,在此特向原作者致以衷心的感谢!

由于作者水平有限,不足之处在所难免,敬请读者批评指正。

张立玉

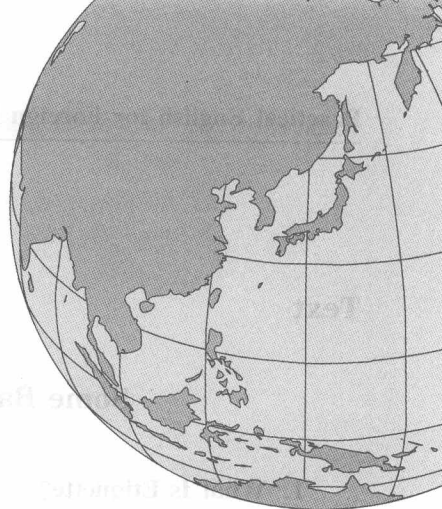
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Chapter 1

An Introduction of Foreign Business Etiquette

Focus

- Etiquette
- Business etiquette
- Basic concepts
- Basic roles



Getting In

Think about the following questions before you read this chapter and make predictions about them. After studying it carefully, check to see how right you have been in making predictions. Did the questions help you to understand the chapter better?

1. What is etiquette?
2. What is business etiquette?
3. What are the basic rules of business etiquette?
4. How much do you know about the etiquettes of Gift Giving in China?
5. What kind of role does business etiquette play in foreign trade?



Module 1

Text

Some Basic Concepts of Business Etiquette

1. What Is Etiquette?

Etiquette has to do with good manners. It's not so much our own good manners, but making other people feels comfortable by the way we behave. It is more or less thinking of others and how others perceive us. Everyone knows the rules for doing things and everyone is in a very comfortable position in society. Etiquette or good manners, if you like that phrase better — is one of those basic principles. Rules of good behavior have been built up over hundreds of years; worthless ones are continually being discarded and those proven to be useful are kept and improved upon. Many experts say that etiquette is simply showing respect for others and yourself at the same time. So, even though aspects of good manners do vary from place to place and some rules may be added to keep up with technology or lifestyles — the foundation of etiquette, its meaning, will forever remain strong.

Good manners are not only indispensable in society, but they have a very practical value in the business world. Breeding is an essential part of the equipment of anyone who wishes to go far in his particular work or profession. No doubt many failures can be traced to boorishness, to lack of consideration for one's fellows, to neglect of the courtesies essential to civilized living. . . In both social and business life we seek the people with whom we can be at ease, the people whose manners do not offend us and in whose company we feel entirely comfortable. There is, indeed, nothing that costs less and at the same time is of more value to you than good manners. . . However, it must be remembered that. . . Just as words die from our language and others are born into it, just as skirts soar to the knees one season and tumble to the ankles the next, so do the formalities and outward gestures of etiquette vary according to the times. Although the spirit of etiquette remains always essentially the same, the expression of etiquette — the rules of conduct which govern social life and our associations with one another — is forever adjusting itself to new conditions. So, in other words, learn the definition of etiquette early. Take in all the basic knowledge that you can now, so that you too can adjust to our ever changing world.

2. What Is Business Etiquette?

That today's business environment is becoming increasingly more global is to state the obvious. Meetings, phone calls and conferences are held all over the world and attendees can come from any point on the globe. On any given business day, you can find yourself dealing face-to-face, over the phone, by e-mail and, on rare occasions, by postal letter with people whose

customs and cultures differ from your own. You may never have to leave home to interact on an international level.

While the old adage "When in Rome, do as the Romans do" still holds true, business clients and colleagues who are visiting this country should be treated with sensitivity and with an awareness of their unique culture. Not to do your homework and put your best international foot forward can cost your relationships and future business. One small misstep such as using first names inappropriately, not observing the rules of timing or sending the wrong color flower in the welcome bouquet can be costly.

Notes:

1. being discarded 被抛弃/遗弃
2. lifestyles 生活方式
3. breeding 教养
4. to offend sb 冒犯
5. to soar to the knees (裙子)短到膝盖
6. to tumble to the ankles (裙子)长到踝关节部
7. formalities 礼节
8. to adjust oneself to new conditions 让自己适应新的环境
9. on rare occasions 在很少的场合
10. When in Rome, do as the Romans do 入乡随俗

Module 2

Text

Some Basic Rules of Business Etiquette

There is no one set of rules that applies to all international visitors, so do the research for each country that your clients represent. That may sound like a daunting task, but taken in small steps, it is manageable and the rewards are worth the effort. Keeping in mind that there are as many ways to do business as there are countries to do business with, here are a few tips for minding your global P's and Q's.

1. Building relationships

When you do business with foreign clients, it is advisable to take time to get to know your clients and build rapport before you rush to the bottom line. Business relationships are built on trust that is developed over time, especially with people from Asia and America.

2. Dressing conservatively

People in some countries like to dress for fashion and comfort (e. g. American), but people from other parts of the world are generally more conservative. Your choice of business attire is a signal of your respect for the other person or organization. Leave your trendy clothes in the closet on the days that you meet with your foreign guests.

3. Observe the hierarchy

It is not always a simple matter to know who is the highest-ranking member when you are dealing with a group. To avoid embarrassment, err on the side of age and masculine gender, only if you are unable to discover the protocol with research. If you are interacting with the Japanese, it is important to understand that they make decisions by consensus, starting with the younger members of the group. By contrast, Latin people have a clear hierarchy that defers to age.

4. Understanding the handshake

With a few exceptions, business people around the world use the handshake for meeting and greeting. However, the styles vary among different countries. For example, the American style handshake with a firm grip, two quick pumps, eye contact and a smile is not universal. Variations in handshakes are based on cultural differences, not on personality or values. The Japanese give a light handshake. Germans offer a firm shake with one pump, and the French grip is light with a quick pump. Middle Eastern people will continue shaking your hand throughout the greeting. Don't be surprised if you are occasionally met with a kiss, a hug, or a bow somewhere along the way.

5. Using title and correct forms of address

People are very informal in the United States and are quick to call others by their first name. Approach first names with caution when dealing with people from other cultures. Use titles and last names until you have been invited to use the person's first name. In some cases, this may never occur. The Use of first names is reserved for family and close friends in some cultures.

Titles are given more significance around the world than in the United States and are another important aspect of addressing business people. Earned academic degrees are acknowledged. For example, a German engineer is addressed as "Herr Ingenieur" and a professor as "Herr Professor". Listen carefully when you are introduced to someone and pay attention to business cards when you receive them.

6. Exchanging business cards

The key to giving out business cards in any culture is to show respect for the other person. Present your card so that the other person does not have to turn it over to read your information. Use both hands to present your card to visitors from Japan, China, Singapore, or Hong Kong. When you receive someone else's business card, always look at it and acknowledge it. When you

put it away, place it carefully in your card case or with your business documents. Sticking it haphazardly in your pocket is demeaning to the giver. In most cases, wait until you have been introduced to give someone your card.

7. Valuing time

Not everyone in the world is as time conscious as Americans. Don't take it personally if someone from a more relaxed culture keeps you waiting or spends more of that commodity than you normally would in meetings or over meals. Stick to the rules of punctuality, but understand when your contact from another country seems unconcerned.

8. Honoring space issues

In general, people in a country have a particular value for their own physical space and are uncomfortable when other people get in their realm. If the foreign visitors seem to want to be close, accept it. Backing away can send the wrong message. So can touching. You shouldn't risk violating someone else's space by touching them in any way other than with a handshake.

Whether the world comes to you or you go out to it, the greatest compliment you can pay your international clients is to learn about their country and their customs. Understand differences in behavior and honor them with your actions. Don't take offense when visitors behave according to their norms. People from other cultures will appreciate your efforts to accommodate them and you will find yourself building your international clientele.

Notes:

1. a daunting task 使人气馁的事
2. P's and Q's 规则与品质
3. building rapport 建立关系
4. Leave your trendy clothes in the closet. 将你时髦的衣服放在衣柜里。
5. to observe the hierarchy 观察权力等级
6. to offer a firm shake with one pump 使劲地握一下手
7. haphazardly 任意地
8. to demean oneself to do sth 降低身份去做某事
9. valuing time 重视时间概念
10. honoring space issues 保持距离
11. to accommodate 接纳, 调节, 使适应
12. backing away 后退

Module 3

Text

Business Etiquettes in China

Doing business in China means that business people will come into increasingly frequent contact with Chinese business people and officials. It is imperative that those doing business in China learn about areas such as business culture, business etiquette, meeting protocol and negotiation techniques in order to maximize the potential of their business trip. Here are some business etiquettes in China:

1. Greetings

Address a person using his or her family name only, such as Mr. Chen or Ms. Hsu. The Chinese family name comes first and is usually one syllable. A one or a two-syllable given name follows a family name. For example, in the case of Teng Peinian, Teng is the family name and Peinian is the given name. In some instances, Westernized Chinese might reverse their names when visiting and sending correspondence abroad. Therefore, it is always a good idea to ask a native speaker which name is the family name.

For business purposes, it is traditionally acceptable to call a Chinese person by the surname, together with a title, such as "Director Wang" or "Chairman Li". Avoid using someone's given name unless you have known him or her for a long period of time. Formality is a sign of respect, and it is advisable to clarify how you will address someone very early in a relationship, generally during your first meeting.

Do not try to become too friendly too soon, and do not insist that your Chinese counterparts address you by your given name. The Western pattern of quick informality should be resisted.

Chinese way of greeting is a nod or slight bow. However, when interacting with Westerners, Chinese usually shake hands. Bear in mind that a soft handshake and a lack of eye contact do not necessarily indicate timidity. It only implies that the person is not accustomed to the firm handshakes commonly used in the West.

2. Business meetings

In China, it is assumed that the first person that enters the room is the head of the group. Westerners should observe this convention so as not to confuse the Chinese. Important guests are usually escorted to their seats. If the meeting room has a large central table, the principal guest is likely to be seated directly opposite the principal host.

When exchanging business cards, hold out your card using both hands with the writing facing

the recipient. Cards should always be exchanged individually (one-on-one). Never toss or “deal” your business card across the table, as this is considered extremely rude. Receive a business card with both hands and scan it immediately for vital information. Then lay the card in front of you on the table. It is demeaning to put someone’s card directly into your pocket without looking at it first.

Meetings begin with small talk. Resist the temptation to get down to business right away. Also, avoid telling Western-style jokes, because jokes sometimes do not translate across cultures and can cause confusion or hurt feelings.

3. Social events

- At a formal banquet, be prepared to give a short, friendly speech in response to the host’s speech.
- When inviting Chinese to a party, serve a “real” meal rather than snacks and drinks.
- When invited for dinner, it is polite to sample every dish served. Your host may serve some food for you, and it is nice to reciprocate if you feel comfortable doing so.
- Always leave something on your plate at the end of the meal or your host might think that you are still hungry.

4. Gift giving

Unlike many countries, the giving of gifts does not carry any negative connotations when doing business in China. Gifts should always be exchanged for celebrations, as thanks for assistance and even as a sweetener for future favors. However, it is important not to give gifts in the absence of a good reason or a witness. This may be construed differently.

When the Chinese want to buy gifts it is not uncommon for them to ask what you would like. Do not be shy to specify something you desire. However, it would be wise to demonstrate an appreciation of Chinese culture by asking for items such as ink paintings or tea. Business gifts are always reciprocated. They are seen as debts that must be repaid.

When giving gifts do not give cash. They need to be items of worth or beauty. Do not be too frugal with your choice of gifts otherwise you will be seen as an “iron rooster”, i. e. getting a good gift out of you is like getting a feather out of an iron rooster.

It is appropriate to bring a gift, particularly something representative of your town or region, to a business meeting or social event. Gifts indicate that you are interested in building a relationship. A gift should always be wrapped, but avoid plain black or white paper because these are the colors of mourning. Present the gift with both hands as a sign of courtesy and always mention that this is only a small token of appreciation. Do not expect your gift to be opened in your presence. This indicates that it is the thought that counts more than the material value.

Never give a clock, handkerchief, umbrella or white flowers, specifically chrysanthemums as a gift, as all of these signify tears and/or death. Never give sharp objects such as knives or scissors as they would signify the cutting of a relationship. Lucky numbers are 6 and 8 (especially in a series, such as 66 or 888). An unlucky number is 4.