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国际商务 礼仪英语

English for
International
Business
Etiquette



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前言

随着商业活动越来越全球化，职场商务礼仪已经成为现代商务活动中不可缺少的重要部分，在企业竞争中也起着越来越重要的作用。商务工作人员不仅需要商务专业技能，更需要具备热情周到的态度、良好的语言表达以及灵活、规范的处事能力。所以，越来越多的企业把商务礼仪作为对员工最基本的素质要求。拥有丰富的商务礼仪知识，以及能够根据不同的场合应用不同的交际技巧会有助于在职场中更上一层楼。因此在职业教育中引入职场商务礼仪培训不仅是职业院校在教育改革中的一个新的尝试，更是使学生能够在毕业后更快、更顺利地适应职场发展。

“培养英语能力强、具有国际视野和跨文化沟通能力的国际化、应用型、高素质商科人才”是职业院校的人才培养目标；将语言学习和职业培训有效地结合是职业教育国际化发展的一个必然趋势。与澳方合作编写的这本国际商务礼仪教材是在响应英语教学改革的基础上，以职场礼仪为任务引领，基于商务职场需求和相关课标要求，根据职业学生的心理特点和接受能力，采用学术类雅思4.0语言标准编写的一本英语教材，适用于国际商务、商务英语等商科类专业。

本教材是由中澳双方学者和一线教师联合创作，教材内容涵盖了商务职场主要的礼仪要素，关注职场岗位的语言能力培养。采用视听说、情景设置、模拟商务活动训练等形式，使学生仿佛置身于职业环境中学习和体验国际商务职场上的礼仪规范。希望通过这本教材，在创新学校职业教育模式的同时，提升学生的综合能力。

由于编者水平有限，本教材疏漏之处在所难免。恳请读者提出宝贵意见与建议！

编者

2016年11月

INTRODUCTION

This book will help you understand cross-cultural aspects of international business. It will also help you develop English language skills for business.

Activities

The activities in the units focus on:

- Reading** You will **read** background information about international business.
- Customs** You will study **customs** in Western culture.
- Explanations** You will practice giving **explanations** about Chinese business culture.
- Vocabulary** You will develop English vocabulary. Vocabulary activities are usually at the beginning of each unit to help you prepare for the unit.
- You will see these abbreviations related to word types:
- | | |
|-------------------|--------------------|
| (n) = noun | (v) = verb |
| (adj) = adjective | (adv) = adverb |
| (ng) = noun group | (vp) = verb phrase |
- At the end of each unit there is also a list of vocabulary that you can add Chinese translations to.
- Listening** You will **listen** to business conversations.
- Speaking** You will study dialogues in different business **situations**.

Helping yourself

In business it is important to be confident, so don't be afraid to speak English. If you make a mistake, don't worry about it. We all learn from our mistakes. If you are overseas and don't know what to do, watch and follow what other people do.

In business, people want things to go to plan. If you don't know something, ask someone to explain. This will avoid future problems.

If you find words you don't understand, ask someone what they mean or look them up in the dictionary.

REMEMBER: Most people are happy to help and to explain aspects of their culture.

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Objectives

In this unit you will learn:

- about *etiquette*
- to understand examples of Western etiquette
- to explain examples of Chinese etiquette
- to use common polite expressions in English

TASK 1 Etiquette

A Before you read the passage, answer these questions.

- What is etiquette?
- Why is etiquette important in business?

B Now read the passage.

Etiquette is the rules for polite behavior in a culture or in a particular profession. When people talk about good manners, they are talking about etiquette. As people grow up they learn how to behave in their particular culture. Workplaces and professions have rules for how to dress and how to interact with fellow workers and with management.

When working in another country, you may often be confused about how you should behave, because the rules seem so different. Western business people working in China can also be confused about how they should behave in your country.

The good news is that, although cross-cultural etiquette may be different, it is easy to find out about the best way to behave. In Western companies, some of these rules are written in Codes of Conduct.


In international business, it is good to know what might offend some people. Don't be afraid to ask about social behavior in other cultures and be ready to explain Chinese social rules to colleagues from other countries.

Always remember that the etiquette in different countries and different companies is not good or bad; it is just different.

TASK 2 Etiquette Vocabulary

A

Match the words on the left with their meanings on the right. One is done for you.

- | | |
|------------------------|--|
| 1 behavior (n) | ● the way of life in a particular country or society |
| 2 cross-cultural (adj) | ● rules for good social behavior |
| 3 culture (n) | ● ways of acting in social situations |
| 4 etiquette (n) | ● an occupation that requires specialized knowledge |
| 5 rules (n) | ● showing good manners |
| 6 serviette (n) | ● to ask for something |
| 7 profession (n) | ● a piece of cloth to wipe your face and hands |
| 8 agenda (n) | ● what is allowed and not allowed |
| 9 request (v) | ● a list of items to be discussed at a meeting |
| 10 polite (adj) | ● relating to or involving two or more different cultures or countries |
- 

B

Complete these sentences using words from the list above.

- 1 He is a very _____ person who has good manners.
- 2 When I travel overseas I study _____ differences.
- 3 Our company has a set of _____ written in our Code of Conduct.
- 4 His _____ is engineering.
- 5 The meeting will be long as there are many items on the _____.
- 6 My son's _____ is sometimes bad.
- 7 Western _____ is different from Chinese _____.
- 8 I want to _____ a day off work.
- 9 It is important to understand the rules of _____.
- 10 In Western culture you put your _____ on your lap when eating.

C

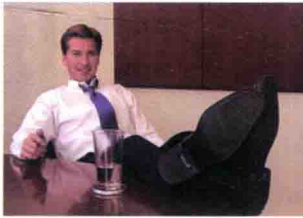
Write 3 sentences about Chinese culture using words from the list.

- 1 _____
- 2 _____
- 3 _____

TASK 3 Good Or Bad Behavior?

A Tick if you think they are good or bad examples of Western etiquette.

Picture 1



Good Bad

Picture 2



Good Bad

Picture 3



Good Bad

Picture 4



Good Bad

Picture 5



Good Bad

Picture 6



Good Bad

B Look at the pictures again. Complete the sentences by putting the correct number in the space. The first one is done for you.

- 1 The man in Picture 4 shows good social etiquette by holding the door open for someone entering behind him.
- 2 The man in Picture _____ shows bad office etiquette by putting his feet on the desk.
- 3 The woman in Picture _____ shows bad mobile phone etiquette by talking on the phone and ignoring the other people in the meeting.
- 4 The man in Picture _____ shows bad dining etiquette by licking his fingers.
- 5 The woman in Picture _____ shows bad mobile phone etiquette by talking loudly on her phone.
- 6 The women in Picture _____ show good greeting etiquette as they shake hands and smile.

Are these rules the same in Chinese culture?

TASK 4 Eating Etiquette

A

Read the list of social rules for eating in most Western countries. Are the rules the same in China or different?

- Don't start eating until everyone has been served a meal.
- Put your serviette on your lap.
- Don't make noises while eating.
- Bring the food to your mouth and don't lean down to your plate.
- There are some things you can eat with your fingers e.g. bread.
- Most things you cannot eat with your fingers e.g. vegetables.
- Don't use a toothpick at the table.
- When you have finished eating, put your knife and fork side by side on the plate.
- When you have finished eating, place your serviette beside your plate.



B

Write a list of 5 social rules for eating in China to inform Western colleagues.

Rule 1

Rule 2

Rule 3

Rule 4

Rule 5

TASK 5 Socializing And Meetings

Read these rules that apply in most Western cultures. Are the rules the same in China or different? How do you feel about following these rules when overseas?

Socializing



Rule 1

Some business people may invite you to drink with them after work. In most Western countries, you will be expected to buy one round of drinks for everyone.



Rule 2

If you are invited to a meal, the host will pay and you simply say *Thank you for the meal*.



Rule 3

At some formal meals, people may propose a toast e.g. *Here's to a successful partnership between our two companies*. Everyone is expected to raise a glass and say *To a successful partnership* or *Here Here*.

Business meetings



Rule 1

Western business meetings usually have an agenda that is distributed to people before the meeting.



Rule 2

People are expected to arrive on time to meetings. If you are going to be late, you must telephone and tell people when you will arrive.



Rule 3

If meetings are between people at the same level, discussion will be less formal. However, if a senior person in the organisation is attending the meeting, then they will usually lead the discussion.

TASK 6 Etiquette And Language

A Read about language and etiquette.



Polite behavior in social situations is closely linked to the language we use. For example, in English these words and phrases are basic to polite interactions:

- Thank you
- Please
- May I ...
- Excuse Me
- Sorry



B Complete what you would say in these social situations? Use the words or phrases in the box.

- 1 You want to push past someone.
_____, could I just get past please?
- 2 Someone has just completed some work for you.
_____ for completing that job.
- 3 You want to borrow someone's pen.
_____ borrow your pen please?
- 4 You want to introduce someone to a manager.
_____ allow me to introduce Mr. Johns.
- 5 You have just accidentally bumped into someone.
_____.

TASK 7 Polite Requests

A

Read about polite requests in English.

Etiquette is closely linked to how polite you are. When making a request, especially to a manager or supervisor, you need to make the request politely. Requests in English range from most direct to most polite. In the following requests the words that signal politeness are underlined.

Most direct

I want a new computer.

Can I have a new computer?

I wonder if I could have a new computer?

Do you think I could have a new computer?

Would it be possible to have a new computer?

I was wondering if I could have a new computer.

Most polite

B

Change these direct requests into polite requests. The first one is done for you.

1 I want to join the sales team.

I was wondering if I could join the sales team.

2 Can I take my holiday in January?

3 I want to come in late tomorrow.

4 This computer should be replaced.

5 I need to go home early today.

TASK 8 Polite Softeners

A Read about softening words which show politeness in English.

Etiquette is closely linked to how polite you are. In English you should use words that soften requests or negative information. In the following examples the softening words are underlined.

- I'm a little concerned that we're not on schedule for completing the deal.
- I'd quite like to try a new approach.
- I'm afraid there are a few problems with the computer system.
- I hate to say this, but we're not going to meet the schedule.
- I'd really like to finish the job by the end of the month.

B Use words to soften these statements. The first one is done for you.

1 I need more equipment to finish this job.

I really need more equipment to finish this job.

2 This blueprint is too difficult to follow.

3 You need to finish the work before you go home.

4 We're spending too much money on this job.

5 The new computer program is the problem.

6 We can't finish on schedule.

TASK 9 Role-Play

A Work with a partner. Choose a role card.

Role card 1

You are an employee. You need to ask a manager for more time to complete a work task.

Role card 2

You are an employee. Your project will not finish on time. Tell the manager.

Role card 3

You are an employee. You need to buy more equipment. Ask the manager for the funds/money.

B Write your dialogue here. Remember to use polite words and phrases.

Employee:

Manager:

Employee:

Manager:

Employee:

Manager:

Employee:

C Now role-play the situation.

TASK 10 Review

In this unit you have learnt about what etiquette means and why it is important when you are working in other countries or when you are working with overseas colleagues in China.

A Write your own explanation of etiquette in English.

B Suppose you are expected to explain some aspects of Chinese etiquette to some overseas colleagues.

Write down 5 rules they should know about eating in China.

Rule 1

Rule 2

Rule 3

Rule 4

Rule 5

C Write down 4 rules they should know about workplaces in China.

Rule 1

Rule 2

Rule 3

Rule 4

Vocabulary

To help you learn vocabulary, write the Chinese translation of these words and phrases.

English	Chinese	English	Chinese
behavior (n)		soften (v)	
confident (adj)		discussion (n)	
cross-cultural (adj)		agenda (n)	
cultures (n)		request (n)	
etiquette (n)		polite (adj)	
host (n)		schedule (n)	
rules (n)		blueprint (n)	
serviette (n)		softening (adj)	
toothpick (n)		equipment (n)	
Verb phrases and noun groups			
English		Chinese	
social etiquette (ng)			
office etiquette (ng)			
mobile phone etiquette (ng)			
propose a toast (vp)			
senior person (ng)			