

跨文化礼仪

本书中的各种技巧和工具，不仅会促进您与海外游客的交往，也将使他们的访问变得更有意义。

[英] Angelena Boden 著

翟莹译

上海交通大学出版社



英汉对照管理袖珍手册

跨文化礼仪

[英] Angelena Boden 著

翟莹 译

上海交通大学出版社

图书在版编目(CIP)数据

英汉对照管理袖珍手册:跨文化礼仪/(英)安吉丽娜·博登(Angelena Boden)著;翟莹译. —上海:上海交通大学出版社,2006

ISBN 7—313—04247—7

I. 英... II. ①安...②翟... III. ①企业管理—手册—英、汉②企业文化—企业管理—手册—英、汉 IV. F270—62

中国版本图书馆CIP数据核字(2005)第108582号

责任编辑:汪 丽

英汉对照管理袖珍手册:跨文化礼仪

翟 莹 译

上海交通大学出版社出版发行

(上海市番禺路877号 邮政编码200030)

电话:64071208 出版人:张天蔚

常熟市文化印刷有限公司印刷 全国新华书店经销

开本:890mm×1240mm 1/64 印张:3.375 字数:133千字

2006年1月第1版 2006年1月第1次印刷

印数:1—5050

ISBN7—313—04247—7/F·575 定价:10.00元

版权所有 侵权必究

目 录



引言 (1)
读者定位及写作目的,文化意识的益处,成见



北美地区 (21)
美国和加拿大的差异



西欧 (43)
介绍法国、西班牙、荷兰、德国、意大利、瑞士及斯堪的那维亚各国的情况
英国 (69)
社会等级、烹饪、抱怨(或者抱怨的缺乏)等



东欧 (83)
俄罗斯、保加利亚、捷克、匈牙利、罗马尼亚等国的介绍



中东地区 (105)
与穆斯林教徒或犹太教徒打交道必须避免的失礼的行为



印度 (135)
印度教徒、锡克教徒及宗教对其生活的影响



韩国 (153)
新近崛起的经济巨龙之一
日本 (175)
日本人的标准很高,他们希望得到同样高水准的待遇

CONTENTS



INTRODUCTION

Who should read this book and why, benefits of cultural awareness, stereotyping

1



EASTERN EUROPE

Includes information on Russians, Bulgarians, Czechs, Hungarians and Romanians

83



NORTH AMERICA

Includes differences between Americans and Canadians

21



MIDDLE EAST

Essential facts to avoid cultural gaffes in your dealings with Muslims and Jews

105



WESTERN EUROPE

Specific references to France, Spain, The Netherlands, Germany, Italy, Switzerland and Scandinavia

43



INDIA

Hindus and Sikhs and how religion intertwines in their daily life

135



BRITAIN

From 'class' and 'cooking' to 'complaints' (or, rather, the lack of them!)

69



KOREA

One of the emerging Tiger Economies

153

JAPAN

Japanese standards are high; they expect similar treatment

175



INTRODUCTION

31 言

INTRODUCTION



AUTHOR'S NOTE

The Cultural Gaffes Pocketbook draws on experiences of people in their dealings with a range of overseas visitors, on national characteristics as outlined by tourist authorities around the world and, occasionally, on the people themselves.

The Author wishes to acknowledge the British Tourist Authority and other Tourist Boards for their help, advice and information.

It is important to remember that, while generalisations can be drawn when dealing with different nationalities, people are individuals and will not necessarily fit the general image. Regional differences, social background and education have an impact on how we behave and these need to be taken into account.

The British might be described as cold, reserved, lazy and snobbish, but that doesn't apply to me; does it you?



《跨文化礼仪》一书的创作一方面取材于一些人的个人经历,这些人与形形色色的外国客人进行交往,另一方面来源于世界各地的旅游权威部门概括的各国的特征,也有一小部分材料由这些外国客人提供。

作者在此感谢英国旅游局和其他一些旅游部门所提供的帮助、建议和信息。

需要强调的一点是:尽管在与不同民族打交道时,可以提炼出一些共性,但是,作为个体,不一定每个人都与书中概括的形象相吻合。地域、社会背景及教育的差异对人们的行为方式会产生影响,这些因素我们应该考虑在内。

有人认为英国人冷酷、保守、懒惰而且势利,可这并不符合我的形象;你是这样的吗?

INTRODUCTION



WHO SHOULD READ THIS BOOK?

This book is for anyone who meets and greets visitors from overseas:

- You may be working in the tourism and hospitality industry where you will be meeting visitors from all over the world

Or, alternatively

- You may be working as a receptionist for a large company involved in importing and exporting; company representatives from your trading partners may visit you from time to time

In both cases you will want to create an especially good impression and to show that you have some understanding of their needs.

读者定位



本书是为所有与外国客人有接触或交往的人而编写的：

- 您也许是旅游接待业的工作人员，能接触到来自世界各地的游客

或者

- 您也可能是某家有进出口业务的大公司的接待人员，经常与贸易伙伴的商务代表打交道

不论是何种情况，您都希望能给对方留下一个良好的印象，能向对方展现您对他们的需求有所了解。

INTRODUCTION

REGIONS COVERED BY THIS BOOK



In this book we cover broadly the following areas:

- **North America** - United States and Canada
- **Western Europe** - specifically differences between Germans, French, Italians and Dutch
- **Britain** - national characteristics
- **Eastern Europe** - emerging economies of Czech Republic and Russia
- **Middle East** - concentrating on the Muslim and Jewish world
- **India** - Hindus and Sikhs
- **Far East** - Korea and Japan



引言

本书涵盖的地区和国家



本书广泛涉及了以下区域：

- 北美地区——美国和加拿大
- 西欧——德国、法国、意大利和荷兰等国的具体差异
- 英国——民族特征
- 东欧——经济腾飞的捷克共和国和俄罗斯
- 中东——重点关注穆斯林和犹太世界
- 印度——印度教徒和锡克教徒
- 远东——韩国和日本



INTRODUCTION

WHY MAKE A SPECIAL EFFORT?



Business, whether it is manufacturing or tourism, is becoming more and more competitive. To keep ahead it is essential that companies give a consistently good service to all their customers, especially those from overseas.

People remember people. If you make your Japanese guests feel at home by greeting them in their own language or by being mindful of their dietary needs, they will remember you and consequently the company - they should want to do business with you again.

Companies can choose anywhere in the world to do business. Price and quality are only one factor; the attitude of the people they are dealing with is also very important. Misunderstandings occur when we British, for instance, misjudge other nationalities or make unfavourable comparisons with our own ways of doing things.

引言

为什么要特别努力？



不论是制造业、旅游业，还是其他行业，竞争都日益加剧。为了保持优势，企业应该向所有客户尤其是海外客户提供始终如一的优质服务。

故友难忘。如果用日语接待来自日本的客人，关心他们的饮食需求，让他们有“宾至如归”的感觉，他们会记住您和您的公司——会再次选择与您合作。

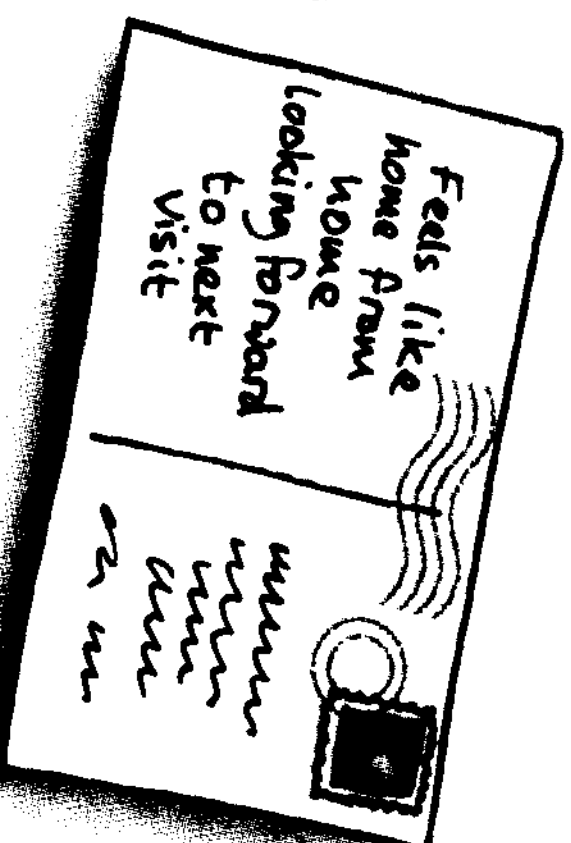
企业可以选择在世界上任何地方做生意。价格和质量只是一种因素，对方的态度也很关键。例如，英国人会对其他民族做出不恰当的评判或是根据自己的行为方式进行不合适的比较，误解则由此产生。

INTRODUCTION

BENEFITS OF CULTURAL AWARENESS FROM THE VISITOR'S VIEWPOINT



- Receives a positive first impression
- Feels more relaxed
- Senses a feeling of warmth
- Sees company as being enlightened
- Encouraged to do business again
- Likely to recommend company to others



引言

文化意识的益处

从客人的角度看



- 第一印象很好
- 感觉更加放松
- 感觉很温暖
- 认为对方公司很讲礼仪
- 会再次与对方合作
- 可能会向他人推荐公司



INTRODUCTION



BENEFITS OF CULTURAL AWARENESS FROM THE BUSINESS'S VIEWPOINT

Managers may not see the benefits of encouraging their staff to give an especially good service to their incoming guests from overseas. After all, 'they are in our country, they will want to speak our language and eat what we eat' is an easy excuse for not bothering.

Businesses that are culturally aware set themselves apart from their competitors by:

- Finding out about their foreign clients; their likes, dislikes and expectations
- Equipping their key staff, especially front line, with some greetings in the visitor's own language and some ground rules for looking after them
- Avoiding giving offence to their visitors through ignorance or assumptions