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礼仪是商务活动和经济生活中不可或缺的一部分。我们生活在一个前所未有的开放时代,经济一体化浪潮进一步加快了我国与国际接轨的步伐,使得我国与世界各国的经济和文化交流活动越来越频繁。 我们在拥抱世界的同时,也在接受时代和国际标准的审视和考验,因此, 掌握国际交往中的礼仪规则也就越来越迫在眉睫。

礼仪是文明的象征。人类社会要发展、要前进,就必须遵守礼仪规范。"礼"是"规",是天地自然之道。"仪"是"矩",是行为准则,也是治国和做人的标准。礼仪,其实就是文明社会的道德规范。商务礼仪,顾名思义,就是商务活动中的礼仪规则。

礼仪不仅是个人素质的体现,也是一个商务人士业务能力的亮点,同时还是一张推广企业形象的名片。掌握商务礼仪的目的就是要熟悉商务礼仪规范,在潜移默化中提高个人素质,树立公司的对外形象,增强公司的竞争力。

目前,中国的外企职员及涉外工作人员经常在国际商务活动中遇到一些尴尬的问题,如着装不妥、用餐时手足无措、不懂送礼风俗和禁忌等。事情看起来虽小,但对个人、公司乃至整个民族的形象都会

有意想不到的影响,因为这些人不仅代表着个人,同时还代表着我们的企业和国家。这就告诉我们,要想在国际舞台上立于不败之地,首先就要掌握国际化的礼仪标准,从而与各国人士进行有效的沟通和交流。中国应向世界展示一个高度国际化,并拥有五千年文明史的大国形象,展示一个有修养、有品位、自立自强的礼仪之邦的形象。

正是基于以上认识,我们收集了有关国际商务礼仪方面的大量资料,力图为商务人士、白领以及出国人员等提供系统规范的国际礼仪常识。本书以知识性、实用性和趣味性为宗旨,让读者在享受阅读的同时,增加对商务礼仪的感性认识,体验国际文化,方便商务之旅。本书既是商界人士塑造成功形象的必备指南,也是商务英语专业学生拓展知识面的辅助教材。

本书共分为五章,分别讲解了国际商务场合中的交际礼仪、生活礼仪、社交礼仪、待人接物礼仪和仪式礼仪。每一章内容分为五部分:最开始的礼仪小测试有助于激发读者的阅读兴趣;生动的案例介绍帮助读者了解礼仪常识的重要性;"发现误区,走出困惑"便于读者对照自检;"完善秘诀"介绍系统的礼仪常识;"其他几要几不要"则是帮助读者就礼仪知识查漏补缺。我们相信读者会发现本书的与众不同之处并从中获益。

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CHAPTER 1

Communication

交际篇



Section I

Greet People Gracefully

礼貌寒暄

Take the Quiz and Rate Your Greeting Manners

- 1. When do you call someone by their given name?
 - a. When they call you by your first name.
 - b. Immediately—it establishes equal position.
 - c. Never until granted permission and invited to do so.
 - d. Once the relationship is established so that the casual usage of first names is expected.
- 2. When being introduced to a person who is physically challenged such as missing the right hand, what should I do?
 - a. Nothing-wait for the individual to offer their left hand first.
 - b. Smile, make eye contact, but avoid handshaking—it is not necessary.
 - c. Proceed as usual only making the left hand adjustment if they initiate.
 - d. Immediately offer your left hand to establish a comfort position for them.
- 3. How long should a handshake last?
 - a. As long as the introduction itself.
 - b. Long enough so that the other can have a deep impression of you.

- c. End before the introduction is over.
- d. It doesn't matter.

4. Should a man wait for a woman to initiate a handshake?

- a. Of course. Lady First is a firm rule on all occasions.
- Not in a business setting. There is no preferential gender in the business arena.
- c. Only wait for an old lady to initiate a handshake.
- d. Only wait for a young lady to initiate a handshake.

5. If a name is forgotten when making introduction, what should I do?

- a. To apologize and acknowledge that the name has escaped you and go on with the introduction.
- Ask the mystery person to clarify his or her name, which shows that you care about a person's name, without admitting that you forgot it.
- c. Get through the situation by addressing the person whose name you've forgotten and introducing the person whose name you do know. For example, turn to the mystery person and introduce your friend by saying, "This is my friend John."
- d. All of the above.

(Suggested answers: 1.d 2.c 3.a 4.b 5.d)

A Good Beginning Is Half a Success

A work day of every business person is made up of a series of meetings and greetings. Whether you are making the initial contact with a client or a colleague, you want to get off on the right foot. Doing so will make the first encounter and subsequent ones go smoothly and easily. Getting off on the wrong foot can make for a difficult recovery.

Establishing a positive presence begins with your introduction.

Whether you are introducing yourself to another, or introducing two people to each other, it is important to do so in a correct manner.

Your goal within the first few minutes of meeting other people is to make them feel comfortable and to put them at ease so they will want to do business with you. When you are confident of the rules for those critical initial encounters, you will have a solid start for long-term profitable relationships.

Believe it or not, minding your manners in meetings and greetings does make a difference in business these days. To illustrate: A manager said that he had talked with a number of potential firms on a business and that while every one of them could do the job, in the end, he picked one because their team displayed the best manners in the process of meeting, greeting and introducing people by far. He added, "We always hire for manners because everything else can be learned on the job."

Every day we encounter people in a variety of business and social situations. The way we meet and greet them creates lasting impressions and paves the way for a productive encounter. Introductions project information. Besides the obvious elements of name, title, and affiliation, an introduction conveys a level of respect and reflects how the person making the introduction views the other person's status. Mastering the art of introduction will help put you and the people you are introducing at ease. Learning the basics and they are not very difficult—is the first step.

Want to be successful in your business? Remember: a good beginning is half a success. To be skilled at meeting, greeting and introducing people can help you win over businesses.

Find Out Your Traps and Get Out of Them

 While making introduction, men should rise while women may remain seated.

Wrong. Always stand when making an introduction. When you are seated and someone approaches to greet you, make the effort to stand. It is appropriate to do so whether you are a man or a woman. By doing this, you are demonstrating respect for yourself and for the other person.

2. Firm handshakes are reserved for men and at the beginning of a meeting while loose ones for ladies and at the end of a meeting.

Wrong. Always shake the other person's hand firmly both at the beginning and at the end of a meeting. When giving a handshake, it should be a firm, full handshake. This goes for women as well as men. Fingertip handshakes will not do in a business setting. Remember not to grip too tight to crush the bone.

I'm occupied with paper work and somebody approaches to greet me. It's forgivable for me to offer a handshake across the desk.

Wrong. There should be nothing but space between you and the person with whom you are shaking hands. For example, if you are sitting at a desk or at a table, it is up to you to come out from behind the desk or table to shake the other person's hand.

4. Words such as "charmed" and "a pleasure" are more acceptable to respond to an introduction in formal situations than "Hello" and "Nice to meet you."

Wrong. Formal etiquette censures words such as "charmed" and "a pleasure," as it may appear insincere or detract from the introduction. Instead, offer a friendly "Hello" or "John has told me so much about you." "How do you do?" followed by the person's name is the customary response to a formal introduction.

5. On formal business occasions it's only appropriate to wait for the other to ask your name.

Wrong. Always say your name during an introduction. If you are meeting someone for the first time, it is obvious that you would give your name. Even if you might have met the other person at a previous time, he or she could have forgotten your name. This will help the other person immensely. If your host neglects to introduce you to other guests, feel free to introduce yourself, but make your relationship to the host clear in your introduction.

6. Handshakes are always followed by warm hugs and kisses.

Be cautious. In some circles, kissing on the cheeks is an accepted practice. Before attempting this on your own, see if the other party begins the action. Then kiss accordingly, either an actual kiss or a kind of kissing noise or gesture near the cheek. Go slowly, though not lingeringly, to see if the other person is accustomed to kissing on both cheeks. If they do so, follow their lead and kiss the other cheek. This same strategy is useful in the case of hugging.

Tips for Refinery

1 Be gracious

The best thing to keep in mind when making introductions is to be equally gracious with everyone. Graciousness means making sure no one feels like a stranger in a new situation. This means that if you're talking to people and someone you know walks up, you introduce them. If you're hosting a party, make sure the guests meet one another (if you're too busy to do this yourself, arrange somebody else to do it for you). If someone new comes to a meeting or party and doesn't seem to know anyone, walk up and introduce yourself. The new person in the room will certainly appreciate it.

2 Smile

Your facial expression says more than your words. Look as if you are pleased to meet the other person regardless of what is on your mind. Put a smile on your face for the person standing before you. By smiling, you are giving a signal of acceptance, and you are showing that you are interested in what the other person has to say.

3 Make eye contact

Looking at the people you meet says you are focused and interested in them. If you are staring off somewhere else, you may appear to be looking for someone more to your liking to come along.

4 Offer a firm handshake

Extend your hand as you give your greeting. The person who puts a hand out first comes across as confident and at ease. Make sure that this physical part of your greeting is professional. Don't offer bone-crushing grips or loose shakes.

6 Pay attention to names when you meet people

It is all too common to be thinking about what you are going to say next and not focus on the other person. If you concentrate and repeat the name as soon as you hear it, you stand a better chance of remembering it later.

6 Know who is the more important person

The client or the business prospect is more important than your boss. Just hope your boss agrees.

7 Determine the order of precedence

The name of the person being introduced is mentioned last, and the person to whom the introduction is made is mentioned first. The rules for who is introduced to whom depends on whether it's a business or

a social introduction. In business situations, introductions are based on power and hierarchy. Simply speaking, persons of lesser authority are introduced to persons of greater authority. Gender plays no role in business etiquette; nor does it affect the order of introductions. Here are examples of introduction order:

- 1. Introduce a non-official person to an elected official.
- Introduce someone from your firm to a client or customer.
 Example: Mr. Dawson, this is Ms. Saunders, our Chief Financial Officer. Mr. Dawson is our client from Atlanta.
- 3. Introduce a junior executive to a senior executive. Example: Mr. White (Senior Executive), I'd like to introduce Mr. Douglas (Junior Executive).
- 4. Introduce an individual to a group first, then the group to the individual. For example: Everyone, this is Dr. Kurt Brown. Dr. Brown, I'd like you to meet my friends Peter, Shawn Campbell and Michael.

In social situations, according to rules of international diplomatic protocol, people are presented to royalty, chiefs of state, ministers in charge of legations, ambassadors and dignitaries of the church regardless of age or gender. The woman's or the man's name would be mentioned last and the distinguished person is mentioned first. For example: Cardinal O'Connor, may I present Mrs. Doyle?

But, these are the exceptions to the rule. Social etiquette is based on chivalry, so both formal and informal introductions are made according to age, then gender, and then social status. A man would be introduced to a woman in a social situation unless the man is obviously a great deal older, in which case one would defer to age over gender. For example, if both persons are of the same generation, you would say, "Mrs. Jameson, I'd like to introduce Mr. Horton." But, if the woman is considerably younger, you would say, "Mr. Horton, this is my daughter Hillary."

As you make the introduction, include a brief but meaningful piece of information about each of the people to explain their uniqueness or