

高等学校商务英语系列教材

总主编 杨翠萍



新编商务英语



综合教程

谢丹焰 主编

学生用书

(第

册)

Business English Integrated Course

Student's Book

清华大学出版社 • 北京交通大学出版社

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主 编 谢丹焰
副主编 印丕杰
编 者 张建琴 吴 波 余丽栋 吴 迪 李红叶
印丕杰 谢丹焰 刘淑华 郑国锋 杨翠萍

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内 容 简 介

《新编商务英语综合教程》是“高等学校商务英语系列教材”之一。本书为第1册，共10个单元，每单元由 Reading I、Reading II 和 Extension 三大部分组成，并配有相应的教师用书。

本教程选材新颖，内容丰富，专业面广，实用性强，可供高等院校经贸和商务英语专业的学生、具有相应英语水平的商务工作者及商务英语爱好者学习使用。

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投诉电话: 010-51686043, 51686008; 传真: 010-62225406; E-mail: press@bjtu.edu.cn。

前 言

《新编商务英语综合教程》是针对高等院校经贸和商务英语专业的学生、具有相应英语水平的商务工作者及英语爱好者编写的基础课系列教材之一。本教程突破了传统的教材模式，综合考虑了高等院校经贸和商务英语专业学生的特点，以专业英语（ESP）的教学原则为指导，以现代外语教育对教材的意义和功能的更新理念为依托，力求以人为本，以任务为路径，以交际为目的，将商务英语技能的培养和相关学科专业知识的学习科学地结合起来，使学生在学习和掌握商务类专业基础知识的同时，深化英语学习，提高语用能力。

为了适应商务英语教学，紧扣时代脉搏，满足社会需要的发展趋势，本教程的编写人员在听取、汇总来自语言教学专家、商务专业人士和教学一线的广大师生的意见和建议的基础上，结合国外相关教学领域最新的研究成果，在内容的编排、材料的选择、题型的设计和结构的完善等方面进行了大量的创新性探索。

本教程在编写上主要体现了以下特点。

1. 丰富性。本教程课文精选自世界著名商务英语报刊、杂志、网站及学术刊物，内容涵盖当今国际经济贸易和商务的各个重要领域，如商业文化、企业管理、经济全球化、信息技术、市场竞争、国际营销和国际金融等。选材还充分考虑了文章内容所涉及的区域性，包括世界经济中最具代表性的国家、区域和经济体。另外，选材也特别注重内容的时效性、典型性、专业性和语言质量，以最新、最典型的商务语言传递最新的国际商务信息。

2. 多样性。本教程的编写兼顾了社会需求、专业培养目标、学生的认知程度和语言技能，在口语、阅读、词汇、翻译和写作几个方面均精心设计了形式多样的练习。每单元提供主、副两篇课文，练习包括与课文相关的阅读理解及围绕重点词汇和词组的词汇练习及翻译练习等。结合单元商务主题设计的口语活动包括双人讨论、角色扮演、小组讨论、大组汇报、模拟活动、班级辩论和个案讨论等课堂活动及相应的书面练习。此外，还设计了包括商务词汇、实用阅读、翻译技巧和写作策略几个模块的扩展练习，以便教师根据实际需要，有选择地组织课堂教学。

3. 实用性。本教程的编写注重以点带面，侧重实用。每单元重点讨论、分析一个专题。通过大量来自公共媒体、公共场所、某些企业、公司及因特网的数据、图表和案例等真实的语料，结合商务活动诸多层面中遇到的具体语境，为学生提供真实的语言输入与输出环境，激发其想像力和发散性、创造性思维，真切地掌握英语语言基础知识，同时熟悉商务实践的技能、策略及相关的现实商务活动的真实场景。

4. 实践性。作为特殊用途英语教学用书，本教程尤其突出对学生英语交际能力的培养，强调教学过程中的师生及生生互动，让学生边学边练，学练结合，达到学以致用

教学目的。为了确保实践活动的顺利进行，在各项内容的组织与编写上，始终贯穿以学生为中心，以方法为导向，以任务为驱动，注重过程与经历的指导思想，努力实现帮助学生学会应用语言行事的编写意图。本教程本着理论联系实际的原则，针对各单元涉及的主题内容，结合有关商务活动的特点，设计了多种商务仿真、模拟练习，使学生在掌握语言技能的同时了解当代国际商务的现状，在体验商务中学习语言并提高商务交际的能力。

《新编商务英语综合教程》分两册，每册均配有相应的教师用书。本册为第1册，共10个单元，每单元由三大部分组成：阅读I (Reading I)、阅读II (Reading II) 及扩展练习 (Extension)。每单元围绕一个主题，精心安排了与主题密切相关的课文和练习。

阅读I包括导入活动 (Lead-in) 和课文 (Text)。其中，导入活动是有关单元主题的相关问题，旨在激发学生进一步学习的兴趣和积极性，引导学生进入单元主题，为阅读课文做好心理准备。课文部分包括生词 (New Words)、习语和词组 (Idioms & Expressions)、专有名词 (Proper Nouns)、课文注释 (Notes) 及课文练习 (Exercises)。生词、习语和词组采用中英文释义，便于学生深入理解英语原义并逐步学会英语思维。课文注释主要包括课文中出现的专有名词、专业术语和重要的商务背景知识。课文练习包括阅读理解 (Comprehension)、词汇 (Vocabulary) 和翻译 (Translation) 练习。其中，阅读理解又分为课文内容提问和课文结构分析，在检查学生对课文理解程度的同时，加强其篇章分析、概括、归纳等综合能力。词汇练习针对课文中的重点词汇和词组设计，要求学生反复操练，重点掌握。翻译练习分为单句翻译与段落翻译，注重活学活用，逐步增强学生的翻译技能。

阅读II是对Reading I的补充和强化，包括课文 (Text) 和接续活动 (Follow-up)。其中，课文部分包括生词 (New Words)、习语和词组 (Idioms & Expressions)、专有名词 (Proper Nouns)、课文注释 (Notes) 及课文练习 (Exercises)。课文练习由阅读理解 (Comprehension Checkup)、词汇 (Vocabulary) 和完型填空 (Cloze) 或语篇改错 (Proof-reading) 组成。接续活动是在对阅读I和阅读II两篇课文的学习和一系列的语言操练之后设计的灵活多变的交际任务，以期进一步提高学生运用英语进行商务交际的能力。

扩展练习包括商务词汇 (Business Vocabulary)、实用阅读 (Practical Reading)、翻译技巧 (Translation Skills) 和写作策略 (Writing Strategy) 4个模块。其中，商务词汇的内容紧扣单元商务主题，练习形式丰富多样，旨在帮助学生扩大相关主题的商务词汇和表达语，强化、巩固、活化并扩展所学的知识。实用阅读针对一些商务上的数据、图表、案例、商务文书等应用性较强的资料进行阅读训练，以增强学生的商务阅读能力，更好地适应日后所从事的各种商务实践活动。翻译技巧从词义的选择、引申和褒贬等基本的翻译方法和技巧入手，逐步过渡到国际商务英语所涉及的主要业务领域的翻译问题，帮助学生在翻译实践中理论联系实际，提高商务英语翻译的技能和运用英语处理国际商务业务的综合能力。写作策略涉及现代商务领域进行书面沟通所经常撰写的不同类型的商务应用文的写作，力求使学生熟悉各类商务文本的体例、规范要求 and 写作技巧，全面提高运用英语书面语言进行有效的商务沟通的能力。

《新编商务英语综合教程》的编写博采众长，力求新颖。本教程宜采用融合中外多

种教学法之长处的折中主义教学法。建议每8课时处理一个单元，教师可根据各校具体情况灵活增删。

《新编商务英语综合教程》由复旦大学翟象俊教授和美国专家 Peter Shen 博士共同审阅。在编写过程中，国内外外语教学专家的教学理论和方法给予了我们很多的启示，院领导对我们的工作也给予了多方面的支持和关心。清华大学出版社和北京交通大学出版社的领导和编辑在出版过程中仔细编审，精心设计，在此一并致以衷心的感谢。

虽然本教程是在全体参编教师多年的教学实践与研究的基础上产生的，但仍可能存在不妥之处和有待进一步完善的地方，欢迎各位专家、同仁及使用本教程的广大师生批评指正。

编者
于华东师范大学
2009年11月

目录

Contents

Unit 1 Business Etiquette	(1)
Reading I Everyday Etiquette for Office Life	(2)
Reading II Handshakes	(9)
Extension	(16)
Unit 2 Shopping	(25)
Reading I Going Grocery Shopping: Let Your Fingers Do the Walking	(26)
Reading II You'd Better Shop Around	(35)
Extension	(43)
Unit 3 Companies	(53)
Reading I When Companies Are Places to Work	(54)
Reading II Second Chances	(65)
Extension	(72)
Unit 4 Products	(82)
Reading I A Standard of Excellence	(83)
Reading II Speeding New Products to Market	(92)
Extension	(102)
Unit 5 Promotion	(112)
Reading I The Buying and Selling of Dreams	(113)
Reading II Criticisms and Defenses of Promotion	(123)
Extension	(132)
Unit 6 Job Interviews	(144)
Reading I Making the Best of a Good Job	(145)

Reading II	New Rules for Landing a Job: Interview Skills That Give You the Edge	(158)
Extension		(168)
Unit 7	Cultural Diversity	(182)
Reading I	Outstanding Cultural Diversity Programs	(183)
Reading II	Developing an Intercultural Training Program	(196)
Extension		(204)
Unit 8	Managers	(214)
Reading I	Managers for the Twenty-first Century	(215)
Reading II	Managerial Caricatures	(226)
Extension		(236)
Unit 9	Going Global	(246)
Reading I	Birth of a Buzzword	(247)
Reading II	Global Marketing into the Twenty-first Century	(259)
Extension		(271)
Unit 10	Retailing	(281)
Reading I	A Retailing Legend Is Born	(282)
Reading II	Shopping Euphoria at the Somerset Collection	(294)
Extension		(304)
Appendix A	Glossary	(319)
Appendix B	Idioms & Expressions	(342)

Unit

1

• **Business Etiquette**

- **Reading I Everyday Etiquette for Office Life**
- **Reading II Handshakes**



 **Reading I**

*** **Lead-in** *****

1. What would you do when introduced to a potential customer?
2. What do you do when a customer is leaving?
3. Would you please list three pieces of etiquette for office life?
4. Do you think that business etiquette is of great importance? Why or why not?
5. What would you do when you are received with uncomfortable etiquette?

 **Text** 

Everyday Etiquette for Office Life

- 1 Most bosses expect their employees to get along with one another and, more important, to get along with clients and customers. This means that however important your job skills are, they may not count for much if you don't also have some people skills. Fortunately, getting along with people usually boils down to simple, everyday courtesy.
- 2 When you work for a company, you are its representative to the outside world. For this reason, everyone from a secretary to a CEO should know how to greet visitors and make them feel comfortable.
- 3 Both men and women should stand to greet visitors who come into their office. Co-workers also should be given a warm greeting, but you need not rise each time one comes into your office. For a visitor, though, your hand should be extended just as it would be if you were the host in your own home. Ask the person to sit down; and if there is a choice of seats, you may want to wave him into one.
- 4 Many managers and executives sit behind their desks when talking to co-workers and customers, but it is more gracious to move a conversation out to a sofa or two occasional chairs. Visitors should be asked whether they would like a beverage. If the answer is yes, the manager should get the drink or ask a secretary or assistant to get it.
- 5 Although corporate cultures vary from business to business and even from region to region, the exchange of daily greetings is a ritual everywhere. Co-workers usually say hello first thing in the morning and then simply smile when they pass each other the rest of the day. No further verbal

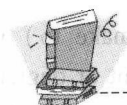
greeting is called for, and no one should take offense when a colleague doesn't stop to chat. It is considered rude, though, not to acknowledge fellow workers when you see them, even if it is for the fifteenth time in one day. You can nod or smile, but don't look the other way when you see someone.

6 Beyond routine greetings, how much people chitchat during the day generally depends on the atmosphere of the work environment. A formal, rigidly organized workplace may allow little room for casual conversation, while one that is informal and loosely organized leaves room for this kind of socializing. Sometimes talk is encouraged or discouraged by the nature of the work. An assembly line that involves heavy equipment or noise, for example, doesn't promote collegial chitchat, while an underworked sales staff may spend most of its work day talking.

7 In many workplaces, the chitchat — especially that of extracurricular nature — is frowned on by management, and with good reason, since workers do have jobs to perform. Then the problem for an employee who wants to appear friendly is how to disengage from the friendly chatter without alienating co-workers.

8 When you must cut short a conversation to get to work, it helps to announce your reason in a friendly manner. For example, you might say, "I'd love to talk more, but I've got to finish the year-end budget report," or, "Can't talk right now. I have to finish these estimates."

9 If you disengage graciously, there should be no problem except for those relatively few workers who don't get the message. In these cases a little less friendliness is called for. Don't smile broadly; don't stop to initiate a conversation. When a talker walks by, quickly say, "Hi there," but don't look up from your work expectantly. With time, they should get the message.



New Words

etiquette /'etɪket/	<i>n.</i>	the formal rules of proper (social) behavior 礼仪, 礼节
courtesy /'kɜ:təsi/	<i>n.</i>	polite behavior 礼貌, 礼仪
representative /,reprɪ'zentətɪv/	<i>n.</i>	one that serves as a delegate or an agent for another 代表
co-worker /kəʊ'wɜ:kə(r)/	<i>n.</i>	a fellow worker 同事
gracious /'greɪʃəs/	<i>a.</i>	characterized by tact and propriety 有礼貌的, 得体的
occasional /ə'keɪʒən(ə)l/	<i>a.</i>	intended for use as the occasion requires 临时的
beverage /'bevərɪdʒ/	<i>n.</i>	any one of various liquids for drinking, usu. excluding water 饮料

vary /'veəri/	<i>vi.</i>	to be different 变化, 不同
ritual /'ritʃuəl/	<i>n.</i>	one or more ceremonies or customary acts which are often repeated in the same form 例行仪式, 例行习惯, 礼节
verbal /'vɜ:b(ə)l/	<i>a.</i>	consisting of words alone without action 口头的
offense /ə'fens/	<i>n.</i>	thing that causes displeasure, annoyance, or anger 使人不悦、讨厌或生气的事物
acknowledge /ək'nɒlɪdʒ/	<i>vt.</i>	to show that one recognizes (sb.) by smiling, waving, etc. 对(某人)打招呼
routine /ru:'ti:n/	<i>a.</i>	regular; according to what is always habitually done 惯常的, 例行的, 日常的
chitchat /'tʃɪt,tʃæt/	<i>vi.</i>	to engage in small talk or gossip 闲谈, 聊天
rigidly /'rɪdʒɪdli/	<i>ad.</i>	without flexibility; rigorously 严厉地
casual /'kæʒuəl/	<i>a.</i>	relaxed; informal 放松的, 随意的
loosely /'lu:slɪ/	<i>ad.</i>	not fastened, restrained, or contained 松散地, 宽松地
socialize /'səʊʃəlaɪz/	<i>vi.</i>	to spend time with others in a friendly way 交际, 交往
collegial /kə'li:dʒiəl/	<i>a.</i>	marked by a feeling of friendliness towards people with whom you work or share an experience 同事情谊的, 有情的
underwork /'ʌndəwɜ:k/	<i>vt.</i>	to (make to) work less than the required amount or degree of 使劳动不足
extracurricular /'ɛskʌrəkə'ɪkju:lə(r)/	<i>a.</i>	being outside the usual duties of a job or profession 业余的, 工作之外的
management /'mænɪdʒmənt/	<i>n.</i>	the person or persons who control or direct a business or other enterprise 管理人员
disengage /dɪ'sɪn'geɪdʒ/	<i>vi.</i>	to free or detach oneself; withdraw 脱离
chatter /'tʃætə(r)/	<i>n.</i>	idle, trivial talk 闲聊
alienate /'eɪlɪneɪt/	<i>vt.</i>	to cause to become unfriendly or hostile; estrange 疏远
budget /'bʌdʒɪt/	<i>n.</i>	an itemized summary of estimated or intended expenditures for a given period along with proposals for financing them 预算
estimate /'estɪmət/	<i>n.</i>	a statement of the probable cost of doing a job 估价
initiate /ɪ'nɪʃɪeɪt/	<i>vt.</i>	to take the first step; begin 开始
expectantly /ɪk'spekt(ə)ntli/	<i>ad.</i>	with expectation 期待地, 期望地



Idioms & Expressions

count for much	to be of much worth or importance 很有价值
boil down to	to mean; amount to 等于是……, 归结起来是……
call for	to need; deserve 需要
take offense	to feel hurt, upset or offended 对……生气, 因……见怪
frown on/upon	to disapprove of 对……不赞同; 反对
cut short	to bring (sth.) to an end suddenly and before the proper time 使停止, 中断
get the message	to understand what is wanted or meant 领会含意, 明白



Notes

1. CEO: chief executive officer. 首席执行官
2. an assembly line: A mechanical system in a factory whereby an article is conveyed through sites at which successive operations are performed on it. It is also called production line.
3. collegial chitchat: light informal conversation about things irrelevant to the work between colleagues.
4. an underworked sales staff: a sales staff that has too little work to do.
5. initiate a conversation: strike up a conversation or set a conversation going by talking first.



Exercises

Comprehension

I Content questions.

1. According to the text, what is necessary for a good employee?
2. Should everyone know how to greet visitors and make them feel comfortable? And why?
3. How should one greet visitors and make them feel comfortable?
4. How can managers and executives have a more gracious conversation?
5. Is it true that both the corporate culture and the daily exchange of greetings vary from business to business and even from region to region? And why?
6. What is the usual greeting ritual of co-workers?
7. What is considered rude when you meet your colleagues in the workplace?

8. Do management encourage employees to chat in workplaces?
9. What may happen if you rudely cut short a friendly chatter? And what should you do otherwise?
10. What do you think of people skills? How do they contribute to the growth of businesses?

I Text analysis.

Complete the following table to get the general outline and the gist of the text.

Paragraph(s)	Subheadings	Main Ideas
1	Introduction	Simple, everyday courtesy is usually the key to getting along with people — a kind of indispensable people skills to everyone.
	Employer's Representative	
		The usual greeting ritual of co-workers.
6-9		

Vocabulary

I Fill in the blanks with the proper forms of the words and phrases given below.

cut short	management	initiate	socialize	acknowledge
get along with	disengage	call for	offense	boil down to

1. This trade treaty _____ common external tariffs (关税) and the gradual elimination of internal tariffs and other trade barriers.
2. As a boss, he has got used to _____ his employees' greetings with a nod.
3. The dispute between employees and _____ can be solved through negotiation.
4. Failure to observe correct business letter etiquette can cause _____ or misunderstandings, lack of clarity or purpose and hostility or soured relations.
5. The board of directors had to _____ the annual meeting because of the sudden power cut.
6. She _____ herself from the conference by saying that she had an appointment with a customer at ten o'clock.
7. I'm sure that your plan of reform in salary will _____ a chain reaction among workers after its application.
8. The company requires that every employee should learn how to _____ customers of

all kinds.

9. What it _____ is a little word called “love”. That is, we can provide good services only when we love our customers.
10. To be a professional in public relations, one should be skillful in _____ with different people at least.



Rewrite the following italicized parts by using the appropriate words and expressions from the text.

1. As a celebrity, he usually has difficulty in *freeing* himself from the crowd whenever he is recognized in a public place.
2. There is nothing to get worried about, for it's just a *regular* customs examination.
3. Business letters should be written with *politeness*, clearness and conciseness.
4. According to the arrangement with the hotel beforehand, some cold *drinks* should be served during the negotiation.
5. As the demand *changes* with the season, our company tries every means to develop a wide variety of products.
6. Tom put forward a proposal, but the committee *disapproved* of it.
7. You should stop *talking about small matters* like this in work, or you'll be dismissed.
8. The job doesn't *need* much care, attention or time. Correspondingly, the payment can't be high.
9. The lawyer's work for the legal aid society was *outside the usual duties* of his or her job.
10. The harmonious relationship between *colleagues* is of great importance for one who wants to achieve success.



Choose the correct word to complete each sentence.

1. *alienate, separate*
 - a. His attempts to _____ the two partners in business failed because they had complete faith in each other.
 - b. Yesterday we talked about the possibility of cooperation between our two companies until midnight and then _____.
2. *frown, disapprove*
 - a. Jim's father strongly _____ of his job-hopping because he sensed it was a rash decision of his son.
 - b. The government _____ on any policy that is possible to increase the already heavy burden on the farmers.
3. *offense, crime*
 - a. You should change your way of speaking, for a customer can't listen to your rude words without _____.

- b. It is the business of the police to detect _____ and of the law courts to punish _____.
4. *casual, informal*
- a. The young man was sacked because of his _____ attitude toward work.
- b. Tomorrow is the 30th anniversary of our company; therefore, it is not proper for you to make a speech in a(n) _____ style.
5. *change, vary*
- a. The staff in the department of customer services are required to _____ the treatment of complaints according to circumstances.
- b. At first, she decided to work as an air hostess, but fearing that she would be frequently away from home, she _____ her mind.

IV Use the words to write sentences with *management*.

	human resources	
business		course
ineffective	management	method
good		scientific
budget	consulting	decision

V Use the given prompts to make sentences.

- a. such/business technical article/be/quite/beyond my comprehension

b. I/do/nothing/launching/new product/beyond/what/I/tell/do

c. level/inflation/rise/beyond/12%/up to now
- a. social institution/now/call upon/provide/assistance/the homeless

b. present situation/our company/call for/able manager/develop new marketing strategies

c. job applicant/wait/only/five minutes/before/call in/interview
- a. casual attitude/work/annoy/his boss

b. different occasion/require/different appearances/it/be/not proper/you/wear such casual clothes/formal party

c. you/have a try/this company/which/hire/casual workers
- a. there be/2,000 distinguished guests/present/fair/not count/nearly/100 reporters/world

b. famous professor/count/it/great honor/invite/deliver/speech/annual economic forum

c. it/be/not/what you promise/but/what you do/that/count
- a. disputes/two countries/rise/mere trifle/border trade

b. statistics/show/industrial output/rise/0.9 per cent/June/this year

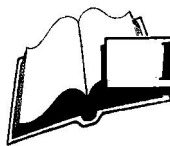
c. excited workers/rise/seat/protest/new regulation/harm/interests

Translation

Put the following sentences into English, using the phrases given below.

look up	boil down to	call for	depend on	count for
cut short	get along with	except for	take offense	get the message

1. 每个发言者有 15 分钟的陈述时间，但如果发言过长，主席会打断发言者。
2. 你这种说话方式在家里可以，但在公司里会让别人不舒服的。
3. 他不时地抬起头环顾四周，看有没有客商注意到他展出的样品。
4. 我们公司所面临的问题归结起来就是资金不足。
5. 在应聘工作前，他除了知道这是一家提供各种金融服务的公司之外，对其他情况一无所知。
6. 听到人事经理说要再考虑考虑他的申请，汤姆就明白这事没指望了。
7. 一名好的管理者不仅应与自己的上级处理好关系，也要与下级处理好关系。
8. 这项工作需要强烈的责任心和良好的团队精神。
9. 一个人能否取得成功，在很大程度上取决于他的努力、能力和机遇。
10. 一般来说，先进的设备对一家公司非常重要，但没有好的管理，再好的设备也无济于事。



Reading II



Text



Handshakes

1. In the currency of business encounters, the handshake is the dollar. Traditionally, the handshake has been a sign of trust. In the past, extending your hand in friendship demonstrated that you were unarmed.
2. The handshake today is an important symbol of respect and in many countries, it's the proper business greeting. To be taken seriously, whether you are male or female, you must shake hands appropriately. Like it or not, you are often judged by the quality of your handshake.
3. When do you need to shake hands?
4. Knowing when to shake hands is mostly common sense, but "handshake moments" include these customary times: when you are introduced to someone and when you say goodbye; when a client, customer, vendor or any visitor from the outside enters your office (Not, however, the