



国际商务礼仪

Business Etiquette & Protocol

〔美〕Carole Bennett 崔松

 中央广播电视大学出版社

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Carole Bennett 崔松
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About the Authors

Carole Bennett

Carole Bennett, Ed.D., has years of experience in the business and educational fields. She spent a year traveling the nation as a professional seminar speaker. As a worldwide traveler, she was able to observe social skills of leaders in the business world, in the public service sector, and in the academic community locally, nationally, and internationally.

Her teaching experience includes over 20 years at the college, university, and high school levels. Most recently, she has taught business courses at Santa Rosa Junior College in northern California. Additionally, she has been a business owner and an active leader in the Santa Rosa Chamber of Commerce and the local community. She completed her doctoral degree in education at the University of San Francisco.

崔松

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多年来他游历欧美及东南亚等地,细致观察各国间的文化差异及礼貌和礼仪问题,在国内外拍摄了大量相关图像资料。从跨文化交际的视角,对礼貌和礼仪问题进行了一定的研究和思考,先后作了“英语的魅力与国际化大都市建设”、“车轮下的美国:从汽车文明看文化差异”和“英语学习与交流技能的培养”等专题讲座。

(参见<http://www.openedu.com.cn/Huodong/jiangzuo>)

前言

我们今天讲的礼仪多是指“人们在社交活动中应该遵守的行为准则。礼仪具体表现为礼貌、礼节、仪表、仪式等”。^[1]这四个层面从“礼貌”到“仪式”逐级地表层化、形式化和程式化。对他人的尊重应是发自内心的,发自内心的尊重经自然的流露,便是“礼貌”,而“礼节”和“仪式”则是根据特定的场合和对象采取的合乎规范的表现形式。不同的文化会有相似的表现形式,如微笑常表示友好、告别时人们常会挥挥手。但不可忽视的是,在相同的场合,在面对身份相当的对象时,不同的文化常会用不同的方式和习惯(礼仪)来表示礼貌。那么,在国际交往中,我们对异域文化的礼仪规范就应该有所了解。

本书面向国际商务领域的从业人员、涉外工作者以及对英语和国际商务礼仪感兴趣的学习者,乃至所有需要进行国际交往的人士。全书共有九章,从不同侧面介绍了西方国家的一些基本的礼仪常识,着重讨论了工作环境中与与工作相关的社交场合里的礼貌和礼仪问题,旨在提高学习者的国际商务礼仪意识,丰富学习者的国际商务礼仪知识和英语礼貌用语的基本知识。

书中各章包括以下部分:

At the Core (核心提要): 列出本章的学习目标;

On the Scene (生活实例): 两位作者以自己的亲身经历为例,形象化地阐释相关的礼仪问题;

Culture Counts (文化点滴): 从跨文化交际的角度,介绍与礼仪相关的西方文化知识;

Language Usage (语言运用): 介绍不同场合英语礼貌用语的相关知识;

Recap of Key Concepts (要点回顾): 总结各章学习要点;

第一章中的Tip (小提示) 对一些容易被忽视的礼仪基本问题做提示。

各章正文后附有Text Notes(注解),对正文中的一些语言问题做了解释。注解分为两部分:原句翻译和语言点释义。从语言学习的角度出发,作者在原句翻译时,尽量采用直译的方法,以帮助学习者了解原文的语言逻辑。在语言点释义中,作者对原句中的各种语言现象作出了进一步的阐释,并给出较为符合汉语习惯的译文。

各章的结尾部分提供了Exercise (练习题),以便学习者在学过每章内容之后,结合自己的经历,思考和探讨相关的礼仪问题,通过深入的思考和探讨,巩固所学的礼仪知识,切实强化礼仪意识。

书末的Online Resources里列出了一些礼仪常用词。学习者可上网搜索相关礼仪

[1] 宋常桐:《公共关系与现代礼仪》,北京,清华大学出版社,2004。

知识, 拓展学习。

原书参考文献以尾注形式列在书末; 中方作者撰写部分的参考文献标为方括号, 以注释形式列在书中相应段落下方。此外, 正文中上角带圈数字标注的是语言点, 详细讲解在Text Notes (注解) 中。

书中各章首页图片及Culture Counts中的图片均由中方作者拍摄并提供。

本书以美国作者Carole Bennett的Business Etiquette & Protocol一书为蓝本, 中国作者在每一章中增加了Culture Counts (文化点滴) 和Language Usage (语言运用) 板块, 并对美国作者撰写的原文进行注解。此外, 第九章中的Smoking, Mobile Etiquette 和Social Sensitivity部分由中国作者撰写, 并经美国洛杉矶加州大学的Andrew H. Miller博士审校。全书由曾从事国际商务外交工作的专家, 以及长期从事英语专业和商务英语专业教学工作的专家审定。参与审定的专家有吕博 (商务部)、宿玉荣 (对外经济贸易大学) 和郭乙瑶 (北京师范大学)。从事涉外航空服务人员培训工作的资深人士俞涛先生也给本书中国作者提出了一些宝贵建议。对中外专家在本书撰写过程中给予的帮助, 在此一并表示衷心的感谢。

编者

2012年11月

Preface

Today's business professionals are moving in an ever-faster society. We are having to learn more at a faster rate than ever before. We are accepting new challenges and new roles that those before us never had to do. Technology has enabled us to communicate faster and to be more productive as a society than ever before thought possible.

Along the way, however, we may be a bit guilty of overlooking our manners – especially as they relate to business and professional etiquette. Welcome to *Business Etiquette & Protocol*, a module that presents both general and business manners acceptable in the United States.

Message to the User

Business Etiquette & Protocol has been organized into nine key topics for easy reference. When finished with this module, place it along with your other valuable references. You will return to it many times during your career.

Features

Each topic begins with clear goals entitled "At the Core." A list of key concepts learned is presented at the end of each topic. Throughout the module, in "On the Scene," the author provides first hand stories relevant to the issues discussed.

Contents

Chapter 1	Business Etiquette: the Basics	1
	Opening Office Doors / Opening Car Doors / Walking on Sidewalks	
	Giving up Seats / The Corporate Culture / Manners Are Cost Effective	
	Competitive Edge / Perception Is Essential	
Chapter 2	Corporate Dress and Presentation.....	11
	Dress and Presentation / Casual Days / Office Visitors / Eye Contact	
	Smile / Leaving a Job	
Chapter 3	Interacting with People	21
	Making Introductions / Repeating Names / Forgetting Names / Shaking Hands	
	Making Small Talk / The Art of Conversation / Keeping Promises	
	Exchanging Business Cards	
Chapter 4	Office Etiquette	33
	The Work Day / Respecting Others / Making or Not Making Coffee	
	"Not in My Job Description" / Complaining Effectively / Making Others Look Good	
	Telephone / Leaving Messages / Getting Attention / Ending the Telephone Conversation	
Chapter 5	Meetings	43
	Meetings / Invitations/RSVP / Facilitating a Meeting / Rewarding Punctuality	
	Running a Meeting / Sending a Thank-You	
Chapter 6	Dining Etiquette	53
	Arriving at a Restaurant / The Napkin / Place Setting / Ordering from the Menu	
	Cafeteria Dining / Your Server / Paying the Tab	
Chapter 7	Drinking and Eating Etiquette	65
	Drinking Beverages / Eating Food / Eating Unusual Foods	
	Disastrous Things that Happen	
Chapter 8	International Customs and Table Manners	77
	International Visitors / Conversing with International Visitors	
Chapter 9	Other DOs and DON'Ts	87
	Holidays and Gift Giving / Birthdays / Smoking / Mobile Etiquette / Social Sensitivity	
	Online Resources	
	Endnotes	

Chapter 1

Business Etiquette: the Basics

在这一章里，我们来谈一谈礼仪的基本原则，并通过日常生活中常见的活动，如开门、让座、在街道上行走来体会这一原则。同时，我们也会说一说讲礼仪能给我们带来哪些益处。



This topic examines:

- Rationale for learning business etiquette
- Common courtesies to opening office doors for others
- Common courtesies to opening car doors for others
- Courtesies when walking with others on a side walk
- Why inappropriate behavior can be costly to business
- How perception equates to confidence and competitiveness

pragmatic 实用的

transfer to 转移到

enhance 提高, 增强

value 价值

courtesy 礼貌; 好意

The first rule of etiquette is that the other person feels comfortable. This applies to all settings and social situations.^① The way for all of us to feel more comfortable in any type of corporate environment is to understand and have a pragmatic knowledge of basic business etiquette. Once we know the rules of etiquette and are comfortable using them, we can make our own choices regarding their application.^② We can gain a level of confidence knowing the basic rules of etiquette. This level of confidence transfers to our ability to relate to all kinds of business environments. This confidence also enhances our value as individuals as well as our value as employers and employees. We will begin by discussing common courtesy outside the office environment.

Culture Counts

“礼仪”一词在英语里常用etiquette，关于这个词的来历有这样一个故事。相传法国国王路易十四时代，凡尔赛宫里的园丁主管看到自己辛辛苦苦料理好的草坪常被贵族们踩踏，心生不满，便立了个牌子，在牌子上标明了甬道的位置，请大家去走园中小径，不要走在草坪上，也不要乱扔垃圾，等等。这样的“牌子”在法语里叫etiquette，与英语label, ticket的意思相近。然而，贵族们对这样的提醒毫不理会，那位园丁便言之凿凿地向国王反映。国王觉得他说的确实在理，便下令在宫廷里所有人都要“依牌而行”(Keep within the etiquettes)。渐渐地，etiquette这个词便泛指宫廷里所有“得体的行为举止和风度”(correct demeanor and deportment)^[1]。尔后到今天，这个词是指人与人在各种交往环境中要遵循的言行和仪表的规范。从这个故事不难看出，礼仪的基本含义是通过改善个人的言行举止以及风度来对他人表示尊重。



[1] Duffy Richard. (1922) *Manner and Morals*. In Post , Emily. (1922) *Etiquette: In Society, In Business, In Politics and At Home* . New York: Funk & wagnalls company.

> Opening Office Doors <

First of all, consider opening doors. If you are a woman and a man wants to open the door for you, allow him to do so. Consider it a gesture of courtesy to you as another person. Do not think of it as an act that is condescending.^③ In contrast, however, if you are a man and a woman wants to open the door, allow her to do so. Consider it a gesture of assertiveness in the business world rather than one of gender assertiveness. Traditionally a man opens the door for a woman, an elder, or a senior in authority.^④ A woman traditionally opens a door for either an elder or a senior in authority.

As a woman, slow your gait as you approach a door. When walking with a man who is older, give him a comfortable opportunity to open the door. If he

gesture 表示; 手势

condesending 故意屈尊的, 有优越感的

assertiveness 自信, 魄力

gait 步态; 走路速度

approach 接近

opportunity 条件, 时机, 机会

ON THE SCENE

I recently worked for a female CEO whose actions revealed the unexpected. The female CEO expected the door to be opened for her by anyone who walked with her, whether it was a man or a woman. Additionally, if she arrived at the door first, she opened it and walked through it first.



doesn't, just open it yourself. When walking with people your age or younger, take turns opening the doors for each other as you progress through a building.⁵

As a man, make an attempt to open the door for a woman, an elder, or a person of senior authority. Do not make a big show of it,⁶ however. If you are a man, think ahead and try to position yourself to open the door easily.

15

Consider the individuals involved and the cultural environment. And remember that common courtesy is genderless.

TIP

Try to be comfortable with others no matter how they act, and try to make others comfortable in your presence. This is the etiquette rule that is paramount over all others.

> Opening Car Doors <

Traditionally men open car doors for women, and men do the driving. However, these are not the roles observed in the business world today.⁷ Often women do the driving, and there are both men and women passengers. It is correct for the driver (the one with the keys) to at least unlock the passenger door before walking around to the driver's side. If the driver is a man, he should first open the door for the passengers. If the driver is a woman, she also can open the passenger door prior to walking to the driver's side.

5

Newer vehicles with remote door-unlocking devices almost make this issue moot. Sometimes passengers are not aware that all doors are unlocked, and they patiently wait for the door to be opened. A courtesy might be to announce that all the doors are unlocked.

10

If it is raining, the driver (whether man or woman) should offer to walk to the car and drive it back to where the sheltered passengers are waiting. In this case, the driver should unlock all the doors before arriving for the passengers. If two equivalent individuals go together in a car, the passenger should not consider it rude to have to wait while the driver opens his or her door first then unlocks the passenger door from the inside.

15

> Walking on Sidewalks <

state 规定; 阐明

curbside 人行便道靠近
路边的部分

splash 溅

brunt 冲击

pedestrian 行人

contemporary 当代的

alcove 墙壁的凹处

would-be 可能会出现

assailant 攻击者

Traditional etiquette rules state that when walking on a sidewalk, the man always walks on the outside, or curbside, of a woman. Many mature men still feel more comfortable walking on the outside. The traditional rule was developed when streets were muddy and vehicles often splashed mud onto individuals walking down the street. The gallant man was supposed to take the brunt of the mess. Today's fast-paced business climate does not always expect this traditional rule to be followed.⁸ People walk together down a sidewalk without much regard for positioning. 5

Today's police departments and self-defense classes teach us that the common threats or dangers to a pedestrian in contemporary society are in and around the dark alcoves of buildings. Using that logic, a man today should walk on the inside of the sidewalk (away from the curb), thus protecting a woman from a would-be assailant. 10

> Giving up Seats <

public transit 公交

conscious 意识到

out of breath 上气不接下气

burden 使负担

justify 证明是正当的

If you are riding public transit or seated in awaiting room with limited seating, be conscious of those around you. If someone appears less fit than you, be polite and offer him or her your seat. Someone less fit might include an older person, a person who appears out of breath or tired, a person who does not have good balance inside a moving vehicle (bus), a person burdened with parcels, or a person who appears to be disabled. It is common courtesy for both men and women to give up their seats if the situation presents itself.⁹ 5

If you are standing and someone offers you a seat and you feel it is not justified, simply say "Thank you, but I'm fine. Perhaps someone else would like to sit down."



Language Usage

在婉拒他人的好意时，一般要先表示感谢。英语的习惯是在说了Thank you之后，再加一个转折词but。比如别人给你让座位的时候，你想婉拒，可以说Thank you, but I'm fine. (谢谢，我没事。) 在这种情况下，汉语一般不说出英文中but的意思。类似的说法还出现在sorry或excuse me之后，例如：Excuse me, but you are sitting in my seat. (不好意思，你坐的是我的座位。) 另外，在婉拒他人好意的时候，英文中常会说No。需要注意的是，在说完No之后一定要顺带着说thank you (或thanks)。在汉语里，我们在说“不用”、“不必了”的时候，可以通过温和的语气来表示礼貌。但在英语里，No只有一个音

节，很短促，仅说一个No会显得语气过硬过冷，不够礼貌，所以No后面一定有thank you。我们可以把No, thank you. 当做一个整体来记，并使之成为婉拒他人时的一种表达习惯。

ON THE SCENE

In a large meeting room with a shortage of chairs, it is appropriate for a woman wearing pants to give up her seat for another woman wearing a skirt or dress. Obviously, it would be easier for me as a woman in pants to sit on the floor or stairs. Common sense is usually synonymous with common courtesy.

appropriate 合适，适当

common sense 常识
synonymous 同义的
courtesy 礼貌，谦恭

corporate culture 企业文化

> The Corporate Culture <

A recent tour of a large and fast-growing hightech corporation revealed a diverse nature of employees. In the employee cafeteria, there were men and women of different ethnicities and ages. To further the diversification, a few employees were dressed rather conservatively, yet most were dressed in casual work attire.

corporation 公司
diverse 多样的
cafeteria 食堂
ethnicity 种族(或民族)
conservatively 谨慎地;
保守地
casual attire 便装

present 呈现
challenge 挑战

Most of the time we adapt quite readily to a working environment. There are times, however, when employees are asked to represent their company in a foreign or unfamiliar environment. Representing oneself or one's company in an unfamiliar business environment can present some challenges. Sometimes local habits and customs cause others to be uncomfortable, focusing attention on the "insiders" and excluding the "outsiders". In the way a formal environment can make us feel uncomfortable, a less-formal environment can make us feel uneasy.

cognizant 知晓的，认知的
adhere to 坚持

Therefore, the rationale for taking this course is to be aware of and understand the correct rules of business etiquette. Whether you choose to follow them or not is your decision. Confidence comes with being cognizant of the rules and making conscious decisions whether or not to adhere to them.

TIP

There is a big difference between those individuals who break the rules and know they are breaking them versus those who break the rules and do not know they are breaking them. The big difference is awareness, which means the ability to be comfortable in almost any environment. Being comfortable means being confident.

> Manners Are Cost Effective <

More than just allowing you to gain personal confidence, “good manners are cost effective. They increase the quality of life in the workplace, contribute to optimum employee morale, embellish the company image, and hence play a major role in generating profit. On the other hand, negative behavior, whether based on selfishness, carelessness, or ignorance, can cost a person a promotion, even a job.”¹⁰

“Up to 90 percent of unhappy customers never complain about discourtesy, and up to 91 percent will never again do business with the company that offended them. In addition, the average unhappy customer will tell the story to at least nine other people, and 13 percent of unhappy customers will tell more than twenty people.”

contribute to 有助于

optimum 最佳的

morale 士气, 精神面貌

embellish 美化

promotion 晋升

offend 冒犯

average 一般的, 普通的

typically 通常

approximately 大约

set in 开始, 到来

eating utensil 餐具

with their hands in their laps 手放在大腿上(注意: 介词用in)

ON THE SCENE

Typically, a round dining table at a conference might serve eight to ten people. It can be almost humorous – and definitely predictable – to watch the anxiety developing on the faces of a few people around the table. Everyone is seated at approximately the same time. The panic sets in when people look at the overwhelming number of eating utensils, glasses, and plates in front of them. Adrift on a sea of silverware, they do not know which belongs to them or where to begin. It is fun to watch the eyes of the people around the table. Some have an air of confidence and know exactly what to do. Others sit anxiously with their hands in their laps waiting for someone else to make the first move. Actually, this is a smart thing to do if you are not sure of yourself. But think about how much more confident you could be if you knew exactly what to do. People gain a new level of respect for their “socially aware” colleagues who act with an air of confident ease at a social setting in the business world.

Try imagining what goes through the minds of people in such settings.



They might be thinking, “Oh, my gosh! I know my parents used to tell me rules of etiquette, but I never thought I would have to remember to use them. I should have listened to what they were saying!”

We are moving up the corporate ladder because of our intelligence, our talent, and our creative abilities. Admittedly, we

are a bit rusty when it comes to business etiquette.

rusty 能力生疏; 生锈的

TIP

Keep in mind that there is a vast difference between those who break the rules through choice and those who break the rules through ignorance. It shows!

It shows! 能被看出来!

edge 优势

> Competitive Edge <

Corporate America is a fast-moving culture, and competition is an inherent factor. Corporations and businesses compete, and divisions within corporations compete against each other. Departments within divisions compete, and individuals within departments are competitive. Having knowledge of business etiquette can be one more tool to provide you with a competitive edge over others. It can be *the* tool that gives you the promotion you well deserve. 5

inadvertent 非故意的
faux pas 失礼, 失态

Repeatedly there are stories of individuals who have not been hired or who have not been promoted because of an inadvertent social faux pas. They may never have received feedback that an etiquette error was their problem. They may never have known why they were overlooked for the position. Could this ever have happened to you? Think about this question as you work your way through the module. 10

perception 洞察力

> Perception Is Essential <

execute 执行
grace 优雅
style 风度

have access to 有机会接触到

Think about the individuals who seem to know exactly what to do and when to do it and are always able to execute it with grace and style. Whether you like them or not, don't you secretly admire them? Don't you tend to think they probably have attended some special training program that you have not had access to? 5

Remember that correct behavior is learned behavior. If you commit yourself to practice the information in this module, you can generate the perception that you also have had that special training program. Practice in all settings, especially the most comfortable settings (such as at home), so that proper etiquette will become second nature to you in the work environment. 10

TIP

Knowing standard business etiquette means that you know what to do, when to do it, and how to do it with grace and style.

RECAP OF KEY CONCEPTS

- ◇ The first rule of etiquette is that the other person feels comfortable.
- ◇ Knowing the rules of etiquette helps build confidence, which can improve competition in the business world.
- ◇ Traditionally a man walks on the outside of a sidewalk, a man drives the car, and a man opens the doors; these roles have changed with today's business climate.
- ◇ Positive behavior reflecting good manners to others is cost effective for business.

Text Notes

- ① The first rule of etiquette is that the other person feels comfortable. This applies to all settings and social situations. 礼仪首要的一条是要让对方感到舒服。这一条适用于各种环境和社交场合。
 - **comfortable**的基本意思是“舒服”，多指心情上的满足、愉快和自在，也指身体上感受到的舒适。例如：She doesn't feel comfortable walking in the dark.（走在黑暗中，她感到很不舒服。）**comfortable**另一个常用的意思是“使人感到舒服的”，如**comfortable shoes**“舒服的鞋”。需要注意的是，由于生病而感到身体不适，汉语里常说“不舒服”，这种情况英语里不用**comfortable**表达，而用**well**（健康状况好）。如老师问某学生为什么没来上课，同学帮忙请假说“他今天不舒服”，可以说：“He is not feeling well today.”
 - **apply to**意思是“适用于，应用于”。如：These rules do not apply to everyone. “这些规则不是对每个人都适用的。”
 - **social**常用的意思有“社会的；社交的”，此处指“社交的”。例如，电影《社交网络》的片名原文为**Social Network**。**social**的名词词性有“聚会”的意思，其动词形式为**socialize**，意思是“进行社交活动”。例如，阐述如何提高社交能力的文章，标题可以是**How to Socialize with People**（如何与人交往）。
- ② Once we know the rules of etiquette and are comfortable using them, we can make our own choices regarding their application. 一旦我们懂得了礼仪的规范，并且运用起来得心应手，我们就能对如何运用这些规范作出自己的选择。
 - 这里的**comfortable**基本意思也是“舒服”，对礼仪规范运用起来得心应手，很自如，也就很舒服。
 - **regarding**意思是“关于，至于”；**application**意思是“应用”。这个分句的字面意思是“至于它们（礼仪规范）的应用，我们能作出自己的选择”。**application**还有“应用程序”的意思，如App Store中的App便是**Application**的缩写，这里**application**就是“应用程序”的意思。
- ③ Consider it a gesture of courtesy to you as another person. Do not think of it as an act that is condescending.（在女士接受男士礼遇的时候）要把这样的礼遇（如男士为女士开门）视为他把你当做另外一个人——而不仅仅是女人——的礼貌表示，不要将这种举动视为大男子主义的表示。

- a gesture of courtesy “礼貌的表示”。gesture 有“手势，体势”的意思，也指用手势或体势做出的表示。
 - as another person “作为另外一个人”。词义的重点在“人”上，这个another person指的是除了那位男士自己之外的任何一个人，而不是因对方是女人。
 - condescending “带着优越感的，故意做出屈尊状的”。以这样的姿态对他人表示礼貌，看似很礼貌，但通常不会让对方感到舒服(comfortable)，因此实质上是不礼貌的。
- ④ ...a senior in authority, 上级。
- senior常有“年长的”意思，这里意思是“地位较高的；资格较老的”。
 - authority常有“权威”的意思，这里意思是“权力”。
- ⑤ When walking with people your age or younger, take turns opening the doors for each other as you progress through a building. 当与同龄人或比自己年轻的人同行时，在楼里行进的过程中，应轮流为对方开门。
- 这句话是祈使句，形式上看没有主语，逻辑上的主语是“你”和“你们”。
 - people your age “你的同龄人”，也可说people of your age。
 - take turns doing... “轮流（做）……”。注意，turns要用复数形式，后面的动词常用-ing形式。
- ⑥ Do not make a big show of it. （在帮助别人的时候）不要做得大张旗鼓，自我炫耀。
- make a big show of it 字面意思是“把它（帮助人的事）搞成了一场作秀”。
 - Do not 比Don't 的劝诫语气更强，重音在not上。
- ⑦ ...these are not the rules observed in the business world today. 这些不是今天的商界所遵从的规范。
- ...observed in the business world today是一个过去分词短语，作定语，修饰前面的rules。这样的结构类似于一个省略了which are的定语从句，即the rules (which are) observed...
- ⑧ Today's fast-paced business climate does not always expect this traditional rule to be followed. 今天快节奏的商务环境并不要求遵守这条传统的规则。
- climate的基本意思是“气候”，也可指“风气”。business climate可理解为“商务环境”，尤指商务活动中人际交往的人文环境，不指诸如办公室陈设等物理环境。
 - expect意思是“期待，预期”，此处指“不期待有人会遵守这条传统规则”。
- ⑨ It is common courtesy for both men and women to give up their seats if the situation presents itself. 如果赶上了，那么按照社会公德，不论男女都应让座。
- common courtesy字面意思是“普通的礼貌”，即“人人都应有的礼貌”，可以理解为“社会公德”。
 - give up their seats字面意思是“放弃他们的座位”，即“让座”。
 - ...if the situation presents itself. 这句话不太好翻译，从字面来看意思是“如果情况呈现出它”，这样的说法有些类似于汉语里的“如果情况是那么个情况”。然而，具体是什么情况，这个“它”指什么，句子里并没有明说，需要根据上下文来理解。在本文中意思是“当情况是该有人让座的时候”。如果你赶上了这种情况，那么不论男女都应该让座。
- ⑩ ...negative behavior, whether based on selfishness, carelessness, or ignorance, can cost a person a promotion, even a job. 不当行为，不论是出于自私、疏忽，还是无知，都有可能让人失去晋升的机会，甚至丢掉工作。
- whether based on...是一个过去分词短语，意思与whether it is based on...相同。it