

应用型本科商务英语系列教材

国际商务礼仪

(英文版) (第三版)

*International Business
Etiquette and Manners*

(Third Edition)

廖国强 王朝晖 主编



对外经济贸易大学出版社

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（第2版）（21世纪）

International Business
Etiquette and Manners

（第2版）

李海英 王瑞娟 主编

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出版说明

对外经济与贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇，也提出了更多的挑战。为了更好地推动商务英语本科专业的发展，对外经济贸易大学出版社组织编写了这套“应用型本科商务英语系列教材”。

面对经济全球化和中国加入世界贸易组织（WTO）之后社会对人才需求的新形势，高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美、劳全面发展，英语语言基础扎实，具有较强的英语交际能力，具备基本的商务与文秘知识和业务能力，知识面宽，具有创新精神，知识、能力、素质协调统一，面向经贸、外事、涉外企业、跨国公司、教育等行业，能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。本系列教材从当前形势需求出发，力求培养具有扎实的英语基本功，掌握国际商务基础理论和知识，善于跨文化交流与沟通，能适应经济全球化，具备国际竞争力的复合型英语人才。

本系列教材适用于全国应用型本科院校商务英语专业、英语专业的商务/应用/外贸英语方向以及财经类专业的学生，内容包括《商务英语听说》《商务英语阅读》《商务英语写作》《商务英语函电》《商务英语翻译》《国际商务制单》《国际贸易理论与实务（英文版）》《国际商务洽谈口语教程》等。

本系列的编撰者们不仅具有丰富的语言教学经验，而且具备商务活动的实践经验，他们集教学经验和专业背景于一身，这是本套商务英语系列教材编撰质量的有力保证。

此外，本套教材配有课件等立体化教学资源，供教师教学参考（可登陆 <http://www.uibepresources.com> 下载）。

对外经济贸易大学出版社

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2023年2月

前 言

党的二十大报告提出加快建设贸易强国，内涵丰富，为我国贸易发展方向提供了明确指引。我们要坚定不移扩大对外开放，坚持真正的多边主义，全方位扩大国际经贸合作，深度参与全球产业分工和合作，维护多元稳定的国际经济格局和经贸关系，为建设贸易强国营造良好外部环境。习近平总书记指出，人类生活在同一个地球村里，生活在历史和现实交汇的同一个时空里，越来越成为你中有我、我中有你的命运共同体。自古以来，和平发展往往伴随着贸易繁荣，贸易繁荣又促进了世界各民族友好交往，《国际商务礼仪（英文版）（第三版）》正是为此服务的。

党的二十大报告思想深邃、内涵丰富、博大精深。我们这本教材重点结合专业实际，切实把党的二十大精神转化为实践指南，认真构思编写内容，坚持为党育人、为国育才，为加快建设教育强国、科技强国、人才强国贡献力量。

因此，《国际商务礼仪（英文版）（第三版）》以习近平新时代中国特色社会主义思想为指导，强化中华优秀传统文化在高校外语教育中的作用，落实在高校英语教学中融入思想政治教育，是为中华民族的伟大复兴培养全面发展的高素质国际化应用型人才而编写的一本英语礼仪教材。

中国古人讲“礼者敬人也，仪者形势也”。礼仪既是一种待人接物的行为准则，也是社会交往的一门艺术。随着中国改革开放进程的不断深入以及“一带一路”倡议的稳步推进，中国与世界各国之间的经济文化交往也愈加频繁，贯穿这其中的不仅是谈判桌上的国际商务交流，也体现在日常生活接待、餐饮安排等方面的国际信息的传递和表达。然而，在多层次的国际商务活动中，国别、地域、文化背景、宗教信仰、生活习惯等方面的差异极大地影响着国际商务交际的顺利进行。因此，为了更好地与不同国家的人进行商务交往，就必须要对国际商务礼仪有所认识，对国际商务往来中所需具备的礼仪素养有所了解。

国际商务礼仪类书籍在国内多数都是中文编写出版的，英文版的极少。因此，本书的亮点之一就是全英文介绍相关的商务礼仪知识，既有助于教师开展全英文教学或双语

教学,也有助于读者在学习商务礼仪的同时,提高自己的英语水平和跨文化商务交际的能力。

本书由30章构成,包括商务礼仪基础篇、商务礼仪社交篇、商务礼仪应用篇三部分,每部分又包含若干章节,涵盖了国际商务交际活动礼仪的方方面面,内容丰富多彩,文字流畅,信息量充足,语言难度适中。书中既提供了大量基础商务礼仪和社交礼仪的内容,也有应用性很强的商务交际中的实战技巧内容,能满足不同层次、不同用途使用者的需要,涉及面广,对社会各界的礼仪兴趣爱好者和高等院校的国际贸易、国际营销、国际商务、电子商务、商务英语、经济类、管理类、文秘类等专业的学生具有较强的针对性和实用性。

本书自第一版面世以来,一直受到广大读者的喜爱。这期间,国际商务礼仪的理论和实践也在不断发展、不断变化。我们实时对全书进行修订,使国际商务礼仪跟上时代的发展变化,自然显得尤为必要。本书的修订,以综合性、应用性和现实性作为编写定位,内容紧跟国际商务活动对商务礼仪的新需要、新要求,每一部分的更新内容都注意了与时代同步。具体来说,每一单元至少更换了一篇新课文,部分单元的练习也进行了重新设计,练习形式既考虑方便教师授课指导,又利于学生实践工作坊(workshop)的礼仪练习或创新思维的实训练习,使修订后的内容更加突出实用性和实践性。

另外,为了方便教师课堂教学需要,本书特配备了课后习题答案及课件(PPT)供参考使用,请登录<http://www.uibepresources.com>下载。

在本书第三版出版之际,我们向杨全红教授和对外经济贸易大学出版社的编辑深表谢意,感谢他们在本书完成之前各个阶段给予的大力支持和热心付出。

限于时间、水平有限,本书编写中的不妥之处在所难免,敬请广大读者和各位同仁批评指正。

编者
2023年2月

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Part A



Essentials of Business Etiquette
商务礼仪基础篇

Unit One

Posture Etiquette 仪态礼仪

Focal Points

1. Posture and its rules
 2. How to behave properly in business community
 3. Body language
 4. Non-verbal communication
-

Text A Business Posture 商务体态

Some of our best business opportunities don't occur at the desk or on the phone. Our best connections happen when we are engaged with people directly, often outside the office.

The way we carry ourselves is a strong indication of what we think about ourselves and is reflected in our posture. In a business environment, our posture can be interpreted as how we are feeling about our business.

Posture may not seem like a business issue, but when you consider that people like to do business with people they know, like and trust, then our posture can have a big impact on how we are able to attract business.

Posture Reflection

Now that you understand the connection, what does your posture say about your business?

Try this exercise:

Go to a full length mirror and check yourself out. Examine your posture and look at it from the perspective of a professional contact,



meeting you for the first time. Are you someone who reflects a strong sense of self-worth? Do you hold your head high, shoulders back and with an air of confident power? Or, do you look like you are carrying the weight of the world, battle-weary¹, like you've lost your last friend?

When you consider how many intangibles affect business, then the way you carry yourself might be an important detail to keep in mind.

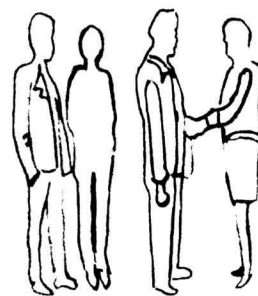
You Can Always Improve Your Posture

Here's another way to look at this.

Imagine that you're going to a job interview. As you go into this interview, you are currently employed, happy, fulfilled and making decent money. But you'd consider a new job, if the opportunity is right.

What is your overall posture as you sit in front of the interviewer? It's calm, cool and confident, right? The conversation is casual and unforced. You answer questions seemingly without thinking, speaking straight from the heart. You aren't tripped up² by the tough questions and you have a smile on your face like you know a secret. The interviewer is now on the offensive, trying to figure out how to get this confident, professional specimen to work for their team. You're a winner!

Now, let's look at a different scenario. You NEED this job. You got to have this job. You're not sure how you're going to get out of the parking garage today, much less pay your bills this month, without this job. You have got to do well today or there is no tomorrow. You don't establish a rapport³ with the interviewer because they sense your discomfort. You over-analyze every question and potential answer as if it's a riddle⁴. The smell of your fear is palpable⁵ and the interviewer has written you off before the "Where do you see yourself in five years" question.



Most people understand that projecting an air of quiet confidence (read by many as "posture") is much easier when they don't actually need something.

With that in mind, it's entirely possible for you to affect your posture simply by deliberately focusing on it. With awareness and practice, we can "turn on" our best "business posture" anytime we want to.

Notes to Text A

1. battle-weary 厌倦的, 疲惫的, 没有信心的
2. tripped up 绊倒, 阻碍

3. rapport 密切的关系 (交往)
4. riddle 谜语
5. palpable 明显的, 易觉察的

Text B Business Body Language 商务体态语言

Believe it or not, your body language plays a vital role in business. People do business with people who make them feel comfortable.

Making some small adjustments to your body language can boost your confidence and as a result improve your professional relationships and job performance.

1. Focus on your posture.

You've probably heard it before but reassessing your posture is the first and most critical change that you can make. The better your posture, the more confident you will appear. When sitting and standing, keep your body straight and shoulders back. Do it once in front of a mirror and you will see the difference immediately for yourself.

2. Control your hand gestures.

Take a moment to think about what you do with your hands when you're talking with people. You may be surprised to discover that you touch your jewelry, twirl your hair or rub your beard. These small movements can imply nervousness, boredom or a variety of other awkward feelings. Avoid placing your hands on your hips as this gives an impression of superiority and not in a good way. Try to relax and keep your hands at your sides. This may seem uncomfortable at first but it actually portrays a look of ease and confidence. No Pointing At Anyone. Ever!!



3. Don't cross or fold your arms.

So many people know that crossing your arms or putting your hands in your pockets should be avoided. So why do we keep doing it? Perhaps people feel more comfortable doing this when they don't know what to do with their arms. However when you do this, people may view you as unapproachable, uninterested or bored. Again, try to keep your arms and hands naturally by your sides, and avoid holding them in front of your body.



4. Keep your head straight.

Tilting of the head is a natural body movement when conversing. We may nod when we agree with what is being said, we may tilt¹ our heads to show sympathy. So there is obviously a time and place when it's okay to tilt your head, but when you want to project² some level of authority, keep your head in a straight and neutral position as much as possible.

5. Smile.

Smiling is considered universally to be a signal that shows a person is happy. When used in moderation and at the appropriate moment (even when you don't feel like it) a smile can influence other people's attitudes and how they respond to you. Smiling is contagious³, just be sure to avoid the "fake" smiles! They won't send the right message.

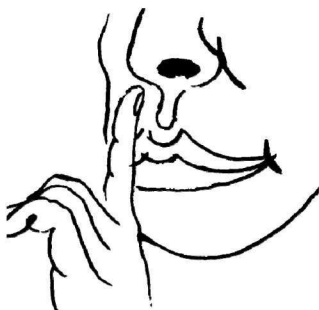
Remember that body language strongly varies from culture to culture. If you are stepping out of your own comfort zone into that of another culture, be sure to prepare yourself for all the different rules of eye contact, personal space and body language.

Notes to Text B

1. tilt 倾斜
2. project 表现, 展现
3. contagious 有感染力的

Text C Non-Verbal Communication 非言语交际

Non-verbal communication is important. It includes eye contact, facial expression, and gestures. North Americans use eye contact in one-to-one conversations, indicating interest and respect. Meanings of body gesture differ by culture. In North America, if a person nods by moving his head up and down, it means "yes". The same gesture in Kuwait is understood as "no".



In Germany and North America, shaking hands at the beginning and the end of a business meeting is important. In addition to a handshake, Germans, bow and maintain strong eye contact when acknowledging associates.

Brazilians, who are religious, emotional, and mystical people, think of the body as the sender of messages. Understanding non-verbal clues is essential to understanding what is being said. Personal space is not emphasized in Brazil. It is common for people engaged in conversation to stand less than a foot apart and it would be considered rude to take a step backwards.

In a Brazilian office people come in and out, and several conversations are carried on at once. People do not take turns speaking. One might interrupt conversation or speak simultaneously. This is not considered inappropriate. Brazilians also tend to linger in silence for long periods of time, a custom that makes Canadians uncomfortable.

The value of talk versus silence in a conversation varies greatly depending on the culture. For instance, in comparison to



European and Americans, Asians are much more taciturn, or reluctant to talk. An Asian is more likely to use indirect expression to convey an intended meaning. Silence itself may be a very important message. For the Japanese, the silence between two utterances in a conversation belongs to the previous speaker, who indicates how long the silence should continue. The listener should show respect to the previous speaker's wish for silence, especially if the speaker is older or of higher status than the listener.

Unlike verbal communication, non-verbal communication is very unique among cultures. For effective intercultural communication, using appropriate non-verbal communication is even more critical than just using a fluent foreign language.

Exercises

I. Questions for thought.

1. What is posture etiquette?
2. What contents are involved in posture etiquette?
3. You gaze, strabismus and look up and down when talking with people. Is it right?
4. How much do you know about the meanings of gestures in different countries? Take some for example.
5. Do you think personal space is important in business settings?

II. True or false choice.

1. Posture is the way you hold your body against gravity while standing, walking, sitting or lying down.
2. Eye contact increases trust and shows confidence and good interpersonal skills.
3. Eye contact time should control in 100% account for talking time.
4. Stance is not important in business meetings.
5. U.S. people prefer to be touching and like to stand closely.
6. It is no problem to put your legs on the desk or chair when there is nobody in the office.
7. When talking in a group, make eye contact with everyone; don't focus on only one person.
8. Nodding in agreement can be immensely helpful to others, and you can nod like a bobble-head doll in a business meeting.
9. In business conversation, slumping or slouching, whether standing or sitting, conveys laziness and disrespect.
10. Non-verbal communication is very similar among cultures.

III. Group the class and practice the following posture etiquettes.

1. Seating

- 1) Sit down slowly and stand up steadily.
- 2) (Women) Knees must be close together, and put hands on the laps.
- 3) Do not be filled with chairs.
- 4) Should not bend against the seat back; sit steadily.
- 5) Do not shake legs and feet.
- 6) Avoid stretching your legs straightly.
- 7) Do not put your hands under the desk.
- 8) Do not put your legs on the desk or chair.

2. Squatting

- 1) (Women) Left leg is in the front when squatting, and right leg is half step back and keep close to the left leg. At the same time, put the left hand on the left knee and right hand on the right knee. Keep your body straight and facial expression naturally. Don't forget to look at the front horizontally and smile.
- 2) (Men) Left leg is in the front of the right leg and right leg is one step back when squatting.

3. Walking

- 1) Straighten your upper body and smoothen your shoulders. Head-eye, mandibular micro-collection and smile.
- 2) Straighten your chest and pull back your belly.
- 3) Bend your fingers and shake your arms naturally.
- 4) Walk small steps.
- 5) Women should walk a straight line cross-step and do not shake your body. Keep your shoulders horizontal.

4. Smiling

- 1) Expose eight teeth.
- 2) Share optimistic feeling with others.
- 3) Smile with your entire face.
- 4) Stretch to the brow.
- 5) Use your sense of humor.
- 6) Laugh out loud when necessary.

Unit Two

Dressing Etiquette 着装礼仪

Focal Points

1. The major dos and don'ts of business dress
 2. The importance of image in business
 3. How to dress in different cultures
-

Text A Business Dressing Etiquette 商务着装礼仪

It is rightly said that “a man is known by his dress and address”. Donning¹ the right business attire will not only help you make a mark of your own but also climb the success ladder in the shortest possible time span. Do not just pull out anything from your wardrobe and wear it to work. Remember you can't wear your party outfit to work just because it is expensive and looks good on you. It is not necessary that a shirt which looked good on you five years ago will still look good on you. Know what you are wearing. Do not step out of your home unless you see yourself in a full length mirror.

Do not wear loud colours to work. Blue, Charcoal grey, White, Black, Khaki are essentially some colours which every business wardrobe should have. Colours based on a neutral colour palette look good at the workplace.

Never wear gaudy² accessories to work. Avoid wearing big earrings and too many bangles³ at workplace. The clattering sound of your bangles every time you hit the keyboard will not only disturb you but also others sitting around you. Do not blindly follow others. You need to create a style of your own. Keep your dressing simple yet elegant.

Make sure your clothes are clean and ironed

