

正式商业交流（4）商业社交礼仪 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/151/2021_2022__E6_AD_A3_E5_BC_8F_E5_95_86_E4_c85_151173.htm Lesson Four Business Etiquette Part I Objectives Guidelines for Prosperous Entertaining and Presentation of Gifts in Business 商务社交、接送礼物礼仪 Acceptable Public Conduct in North America 北美通行的公众社交礼仪与举止 Practices on "small talks" 掌握轻松会话的技巧 Welcome Topics of Conversation 初次见面适宜的话题 Part II The How-Tos Guidelines for Prosperous Entertaining and Presentation of Gifts in Business 商务社交、接送礼物礼仪 Business breakfasts are common, and can start as early as 7:00 a.m. On weekends, many people partake in "brunch", a combination of lunch and breakfast beginning anywhere from 11 a.m. to 2 p.m. Moreover, business meetings are sometimes held over "brunch." Business meetings are frequently held over lunch, which begins at 12:00 noon and sometimes lasts until 2:00 p.m. Lunch is usually a lighter meal, since work continues directly afterward. Additionally, an alcoholic beverage such as wine or beer is sometimes ordered. If you are invited out for a business meal, the host will usually pay. If you are invited out, but your host does not offer to pay, you should be prepared to pay for your own meal. When eating out, the cost is sometimes shared with friends or colleagues, a practice often referred to as "getting separate checks", "going Dutch", or "splitting the bill." If you invite a U.S. counterpart out socially, you must make it clear whether you wish to pay. The fork is held in the right hand and is used for

eating. The knife is used to cut or spread something onto a food item. To use the knife, the fork is switched to the left hand or is laid down. To continue eating, the fork is switched back to the right hand. But, if you prefer to use the “continental” style of dining, in which the knife and fork are never switched, that is acceptable, too. Unlike some other cultures, it's perfectly acceptable to refuse an offer of food or drink. Moreover, in most cases, the host probably won't urge you to eat. Many foods are eaten with the hands, so you may want to follow the example of your companions. There are a variety of ways to beckon a server. For example, you can make eye contact and raise your eyebrows, briefly wave to get his or her attention, or mouth the word for what you want such as "water" or "coffee." To call for the check, you can make a writing gesture or mouth the word "check, please." It is not considered rude to eat while walking down the street. Business gifts are often presented after the deal is closed. In most situations, gifts are usually unwrapped immediately and shown to all assembled. If you receive a Christmas gift, however, you may be asked to wait until Christmas Day to open it. In many cases, the best gifts are those that come from your country. You may not receive a gift in return right away. During the Christmas season, gifts are exchanged. For your business associates, you can give gifts such as useful items for the office, liquor or wine. When you visit a home, it is not necessary to take a gift, although it is always appreciated. Flowers, a potted plant, or a bottle of wine can be good gift choices. Taking someone out for a meal or other entertainment is another popular gift. Gifts for women such as perfume or clothing are usually

inappropriate because they are considered far too personal. Gifts for children are often a thoughtful and appreciated gesture, but take into account the values of the parents. For example, some parents might object to your giving a toy gun or a violent video game to their child.

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