



BUSINESS ENGLISH



UNIT 3: CROSS CULTURAL BUSINESS

Doing business with Japan

Doing business with US



Doing business around the world

- Every culture is different, and has different styles of etiquette.
- There are misunderstandings, even between similar cultures.
- Remember that a poor first impression could leave your prospective partner or customer with a bad feeling.
- Knowing the right etiquette can help you avoid this and save you a great deal of wasted time and money.

Etiquette Rules: Doing business with Japan

1.- Silence is Golden

In a business setting, silence is valued over an overabundance of talking.

Silence is linked to credibility, as it speaks loudly about wisdom and emotional self-control.

In times of stress during a meeting, the Japanese will often resort to silence in order to release the tension in the room.



Etiquette Rules: Doing business with Japan

2.- Business Cards are important

- For Japanese business professionals, a business card is an extension of their identity.
- Accept the card with both hands, briefly read it and place it in your business card holder if you are standing.
- if you are seated, place it on the table for the duration of the meeting and then place it in your business card holder.



Etiquette Rules: Doing business with Japan

3.- Age equals Seniority

- Treat older executives with a more marked deference than you do younger ones in the group
- Be sure to greet the most senior person before you greet others.
- Also, offer your business card to the senior person first.



Etiquette Rules: Doing business with Japan

4.- Japan is a group orientated culture

- Don't drive too hard on decisions and deadlines.
- Japanese decision-making style is by consensus.
- Try to speed up the process may appear to be disrespectful of their way of doing business.



Etiquette Rules: Doing business with US

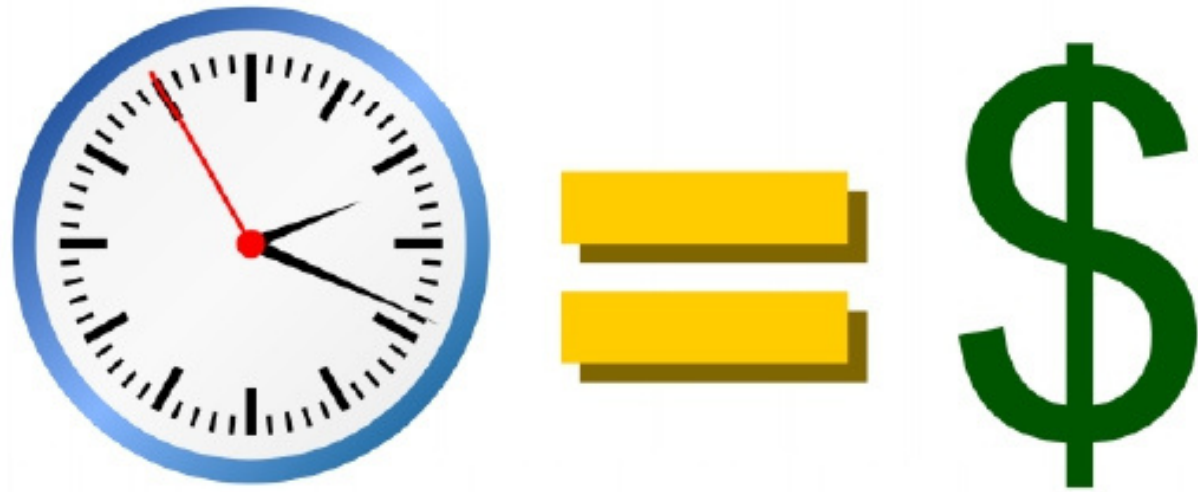
1.- Individualism plays a key role in the US

US culture emphasizes individual initiative and personal achievement.

Independence and self-reliance are highly valued and also extends to the workplace where business is frequently carried out autonomously.



Etiquette Rules: Doing business with US



2.- Time is Money

Deadlines are strictly adhered to in American business culture.

It is a great emphasis on getting the best results in the quickest time.

Etiquette Rules: Doing business with US

3.- Small Talking

Be prepared to partake in preliminary small talk with your American counterparts at the beginning of a business meeting.

This could often include topics such as sport or the weather and is seen as a way to lessen apprehension and create a comfortable environment before entering into business affairs.

PRACTICE

Please watch the following video on the online platform [“Cultural Difference, team challenge”](#) and describe:

What Natasha did wrong in China?

What did happen in her meeting in Japan?

What happened in Argentina?

What was her mistake in Egypt?

Finally what happened in India?



END OF THE UNIT

