

# 《国际商务礼仪》

## 图书基本信息

书名：《国际商务礼仪》

13位ISBN编号：9787566304117

10位ISBN编号：7566304119

出版时间：2012-8

出版社：史兴松 对外经济贸易大学出版社 (2012-08出版)

作者：史兴松 编

页数：173

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：[www.tushu111.com](http://www.tushu111.com)

# 《国际商务礼仪》

## 内容概要

# 《国际商务礼仪》

## 书籍目录

Chapter 1 Business Etiquette in the International Arena Chapter 2 The Good First Impression Chapter 3 Dress to Impress Chapter 4 Office Etiquette Chapter 5 How to Host a Meeting Chapter 6 Telephoning Etiquette Chapter 7 Job Interview Etiquette Chapter 8 Business Dining Etiquette Chapter 9 Negotiation Etiquette Chapter 10 To Gift or Not Key to Exercises References

## 章节摘录

版权页： Corporate attire is the written or unwritten dress code of an organization. It suggests a formal, conservative dress style. It is what is expected when interviewing with an employer unless stated otherwise. Attention to detail, impeccable grooming, and a well-fitted suit are a must to make a lasting good impression. Business—wear clothing has changed over the years. In an office, appropriate corporate attire may be clean, formal clothing, such as a shirt and tie, suit, or other similar outfits. While previous eras of clothing (classically, the 1950s) had very standardized business wear—differentiating strongly between male and female apparel choices, the two types have converged as women's business styles have become less exclusively focused on skirts and blouses and have introduced suits as an article of business wear for either sex. There are two levels of business attire: business professional (the most conservative corporate dress) and informal business professional (a more relaxed version of the business professional look). The business professional look includes a conservative suit in a solid or a striped pattern. Choose neutral colors (navy, dark brown, beige, burgundy, gray and black) for the basic pieces, which are the tops and bottoms. The informal professional look incorporates more pizzazz and color—in jackets, sweaters and blouse styles—and even dresses and skirts in silky prints combined with tailored jackets and sweaters. Casual attire has been called the most relaxed corporate dress code, and subsequently, the most abused and misunderstood dress code. A professional woman's goal is to blend the casual with the chic. Casual and chic business attire incorporates colorful sweaters, leather blazers, and your favorite accessories into your professional look. When done right, your casual chic wardrobe can take you from "Casual Friday" at the office to "First Fridays" social events.



# 《国际商务礼仪》

## 精彩短评

1、收到的包裹完好无缺，打开以后却惊然失色，叠在上方的一本书书皮和前面大约20、30页的右边缘已经面目全非了，原本是想买二手书的，但是看这一本描述是全新品，拿到手却是这样的“全新品”。anyway，有书就什么都无所谓了，只是希望老板们以后再多检查检查再出售，或者书本有任何情况通知一下读者朋友们吧。

# 《国际商务礼仪》

## 版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:[www.tushu111.com](http://www.tushu111.com)