

**CAREER  
PATHS**

# Business English

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Book  
**1**

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# Table of Contents

<b>Unit 1 - Greetings and goodbyes</b> .....	4
<b>Unit 2 - Introductions</b> .....	6
<b>Unit 3 - Small talk</b> .....	8
<b>Unit 4 - Ending conversations</b> .....	10
<b>Unit 5 - Ordering numbers</b> .....	12
<b>Unit 6 - Figures</b> .....	14
<b>Unit 7 - Dates</b> .....	16
<b>Unit 8 - Time and expressions</b> .....	18
<b>Unit 9 - Vacation time</b> .....	20
<b>Unit 10 - Prices</b> .....	22
<b>Unit 11 - Pay and benefits</b> .....	24
<b>Unit 12 - Your job</b> .....	26
<b>Unit 13 - Types of work</b> .....	28
<b>Unit 14 - Getting to work</b> .....	30
<b>Unit 15 - Skills and qualifications</b> .....	32
<b>Glossary</b> .....	34





Everyone's Business: Issue 344

Page 12

## Etiquette

People around the world say hello and goodbye in different ways. In Asia, many people **bow** when they **greet** each other. This might seem strange to someone in the Middle East. There, men sometimes greet each other with a **kiss** on the **cheek**. In most countries, people **shake hands**. But in America and Europe the handshake is **firm**, while in Asia it is often soft. So what do you do when you meet people from other countries? Don't let these **customs** confuse you. Just be **polite**. When you meet, say '**Pleased to meet you**' and ask 'How are you?' When it is time to leave, say '**It was nice meeting you**' and 'I hope we meet again.'

### Get ready!

1 Before you read the passage, talk about these questions.

- 1 What do you say and do when you meet a friend?
- 2 Do people kiss when they greet in your country? What do you think of this?

### Reading

2 Listen and read this extract from an etiquette guide. Then, choose the correct answers. How many customs are mentioned in the text?

- 1 According to the guide, which is NOT a common way of greeting?
  - A saying 'Pleased to meet you'
  - B kissing each other's hands
  - C bowing
  - D shaking hands
- 2 How does the guide suggest people react when they experience a new greeting?
  - A shake hands firmly
  - B be polite
  - C use your best judgment
  - D follow local customs
- 3 What can you guess about people in Saudi Arabia?
  - A They use a firm handshake.
  - B They say goodbye with a kiss.
  - C They don't typically bow when greeting.
  - D They have similar customs to Europeans.

### Vocabulary

3 Complete the word or phrase with the same meaning as the underlined part.

- 1 The manager said, 'I am happy to see you'.  
P \_ e \_ \_ \_ \_ \_ o \_ e \_ t \_ \_ u
- 2 Be polite when you meet and say hello to a client.  
g \_ \_ e \_
- 3 Some people kiss on the side of the face.  
\_ h \_ e \_
- 4 It was good to see and get to know you.  
I \_ \_ a \_ n \_ \_ \_ \_ e \_ t \_ \_ \_ o \_



**4 Read the sentence pairs. Choose where the words best fit in the blanks.**

**1 bow / customs**

Most nations have different \_\_\_\_\_ for greeting strangers.

Japanese businessmen often \_\_\_\_\_ to each other.

**2 kiss / shake hands**

Some people don't \_\_\_\_\_ unless they are in a romantic relationship.

Business people often \_\_\_\_\_ when they come to an agreement.

**3 polite / firm**

Be \_\_\_\_\_ when meeting new people.

In America, a \_\_\_\_\_ handshake shows a strong personality.

## Listening

**5 Listen to a conversation between a manager and his colleague. Mark the following statements as true (T) or false (F).**

- 1 \_\_\_ The manager advises his colleague to bow.
- 2 \_\_\_ The manager advises his colleague to shake hands softly.
- 3 \_\_\_ The manager suggests shaking hands with Mr. Yakamoto.

**6 Listen again and complete the conversation.**

**Manager:** When you meet Mr. Yakamoto, be very **1** \_\_\_\_\_. He is a very important client.

**Colleague:** It's the Japanese **2** \_\_\_\_\_ to bow. Should I do that?

**Manager:** No, you don't have to bow. Just say '3 \_\_\_\_\_ meet you' and 4 \_\_\_\_\_.

**Colleague:** Okay.

**Manager:** But don't make your handshake too 5 \_\_\_\_\_. Japanese people usually have a softer handshake.

**Colleague:** And when he leaves? What then?

**Manager:** Just say 'It was 6 \_\_\_\_\_' and shake his hand again.

**Colleague:** Okay, that's fine!

## Speaking

**7 With a partner, act out the roles below, based on the dialogue from Task 6. Then switch roles.**

**USE LANGUAGE SUCH AS:**

*You must be polite.*

*It is the custom to ...*

*Don't make your handshake too firm.*

**Student A:** Give advice to your colleague about how to:

- greet a client
- shake hands
- say goodbye

Make up a client's name and nationality

**Student B:** You are meeting a client from another country. Ask Student A for advice about greetings.

## Writing

**8 Use the conversation from Task 7 to complete the memo.**

### Uniworks Employee Manual

#### 5.54 GREETING CLIENTS

When greeting clients, you must always \_\_\_\_\_

With American clients, \_\_\_\_\_

With Japanese clients, \_\_\_\_\_

When you greet the client, say \_\_\_\_\_

When the client leaves, say \_\_\_\_\_ and \_\_\_\_\_

