

Cross-Culture Cafe

US BUSINESS ETIQUETTE

crossculturecafe.com



READ



CONNECT



AUDIO



WATCH



DISCUSS



APPLY

CONNECT



What comes to mind when you think of the US and/or the typical American?



Do you believe that the above stereotypes and stereotypes in general are always accurate?

AFTER THIS TRAINING, YOU WILL...



be more aware of cultural differences between the US and your own country;



be better prepared for business travels and meetings with American business partners.



use vocabulary to describe (US) culture;



VOCABULARY



MATCH THE VOCABULARY TO THE CORRECT DEFINITIONS.

westernized

dominance

consumerism

influence

dominance

rule; control; authority

influence

the action or process of producing effects on the actions, behavior, and/or opinions of others.

westernized

to influence with ideas, customs, practices, and/or characteristic of the Occident or of the U.S

consumerism

the fact or practice of an increasing consumption of goods



APPLY



————— FILL IN THE BLANKS WITH THE CORRECT WORDS FROM THE VOCABULARY. —————

- The diversity of the United States inspired its reputation as a 'melting pot' of different cultures.
- Consumerism is so common in this country it's no wonder people are so unhappy“
- The westernization of Asian countries has eroded some aspects of Asian culture.
- While tipping is not mandatory in most of the United States, it is customary at almost all sit-down restaurants .
- Why is the American market so dominant within the force of globalization?
- Casual dress is not appropriate for this function.



AUDIO



LISTEN TO THE AUDIO ON BUSINESS ETIQUETTE IN THE US.

ANSWER THE FOLLOWING QUESTIONS:

- Name at least three traits that describe the US business culture.
- What is the best way to introduce yourself when meeting someone for the first time?
- What is important about the communication style? Why shouldn't you discuss your problems?

Now answer these same questions about your culture and point out the differences between your business culture and the business culture of the US.



READ



US CULTURE

READ THE FOLLOWING SHORT ARTICLES ON US CULTURE AND SOCIETY AND MATCH THE HEADINGS TO THE PARAGRAPHS. EXPLAIN THE UNDERLINED PHRASES.

Diversity

Informal

Time is money

Individualism

In America, time is very important.

Americans ascribe personality characteristics and values based on how people use time. For example, people who are on-time are considered to be good people, reliable people who others can count on.

Time is money

America is ultimately a nation of immigrants. Not only is the country populated by people from foreign countries but all Americans in one way or another trace their ancestry back to another culture. Looking around any major city one will notice the 'melting-pot' that it is.

Diversity

