

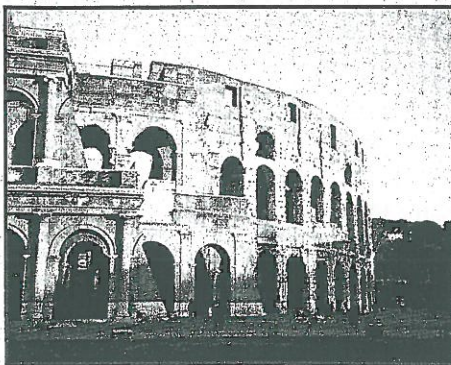
## When in Rome, do business as the Romans do

Gone are the days, shortly after the Velvet Revolution, when Czech businessmen in lilac suits and white socks flooded the European business stage. Many things have changed since then. Not only have Czech business people changed their clothing and the make of their cars but with time they have discovered that there is more to doing business than just a good offer and neat appearance. Being able to do good business needs diplomatic skills and, especially, good knowledge of business etiquette: a different version for each country, if possible.

Let us take an ordinary business meeting scheduled for 10 a. m. What time will your business partner knock on the door of your office? A German will certainly arrive right on time, a British partner may consider a 15 minutes' delay perfectly all right, and you can expect a Spaniard to arrive happily around eleven. What about you? How much delay would you allow yourself, if any?

The next step is meeting and greeting each other. An average Czech person is used to shaking hands with his or her business counterpart and a short but firm grip is the sign of openness and self-confidence. There is thus no problem with the French, Germans, Belgians, or Italians, who are used to the same form of greeting. But in the case of the French, you have to shake hands with everybody, not leaving out anyone, which would be considered rude. The British and the Scandinavians, on the other hand, are more reserved, so don't expect much physical contact from their side and respect their need for personal space.

When presented to a person, you ought to remember his or her name and title. The importance



of titles changes from country to country but you should never omit it if you are dealing with a German partner. You can also find yourself in a confusing situation in Portugal or Italy, where anyone with a university degree is called a doctor and engineers, lawyers and architects want to be

called by their own professional titles. In such cases an exchange of business cards can be of great help. You should read them carefully and not just slip them into your pocket.

But when do you actually sit down to discuss business matters? Germans like to discuss business details before eating. The British are used to talking about trade matters during a business lunch. However, don't try to bring up any business-related problems before or during the main course if you are in France, Italy, Spain, or Portugal. Everything has its time so you should wait until dessert is served before you get to anything related to the business deal.

After your business mission has been completed you can wonder how much of your success or failure depended on the quality or price of your product and how much of it was caused by your behaviour. If you've come to the conclusion that business etiquette will restrain you from behaving naturally, you can be sure that knowing the business manners of the country you trade with actually makes your professional life much easier and allows you to concentrate on the important matters of your business deal. As the ancient proverb goes, "When in Rome, do as the Romans do".

### 4. Write a summary of the article in about 50 words:

**II. READING**

Name: \_\_\_\_\_

**1. Name the nationalities which are mentioned in the text:**

\_\_\_\_\_

**2. Find words in the text with the same or similar meaning as the following expression:**

*paragraph 1:*

1. spread over \_\_\_\_\_

2. formal manners \_\_\_\_\_

*para 2:*

3. planned \_\_\_\_\_

*para 3:*

4. tight holding \_\_\_\_\_

5. sincerity \_\_\_\_\_

*para 4:*

6. introduced \_\_\_\_\_

7. leave it out \_\_\_\_\_

*para 5:*

8. agreement \_\_\_\_\_

*para 6:*

9. discourage you from \_\_\_\_\_

10. lets you focus \_\_\_\_\_

**3. Decide whether the statements below are true or false according to the text:**

|          |   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|----------|---|-------------------------------------|-------------------------------------|
| <b>A</b> | Czech business people have changed their style of clothing since the Velvet Revolution. |                                     |                                     |
| <b>B</b> | Czech business people are successful because they know how to make good offers.         |                                     |                                     |
| <b>D</b> | British partners don't like to arrive early for meetings.                               |                                     |                                     |
| <b>D</b> | French people shake hands less than Italians do.  |                                     |                                     |
| <b>E</b> | Scandinavians like physical contact.  |                                     |                                     |
| <b>F</b> | Germans prefer it if you don't use their professional titles.                           |                                     |                                     |
| <b>G</b> | In Italy people who have a university degree are often called "Doctor".                 |                                     |                                     |
| <b>H</b> | The British like to eat before doing business.  |                                     |                                     |
| <b>I</b> | Business life is easier if you behave naturally.  |                                     |                                     |

**III. Prepositions. Fill in the gaps with appropriate prepositions if necessary:**

- Spring is here, it's time to think \_\_\_\_\_ new fashion.
- Jack is not very clever. He 's bad \_\_\_\_\_ all subjects.
- Have you ever read anything \_\_\_\_\_ Agatha Christie?
- I would like to apply \_\_\_\_\_ this job.
- The course started \_\_\_\_\_ last Monday.
- She doesn't know the answer \_\_\_\_\_ this question.
- I can't believe it. He was accused \_\_\_\_\_ a murder.
- His grandmother suffers \_\_\_\_\_ a serious illness.
- My father prefers coffee \_\_\_\_\_ tea.
- I would like to apologise \_\_\_\_\_ my mistake. I haven't done it \_\_\_\_\_ purpose.
- Her grandfather has false teeth and he has to cut the meat \_\_\_\_\_ small pieces.
- I jumped \_\_\_\_\_ the river and swam \_\_\_\_\_ it. Then I was on the other bank.
- Tell us something \_\_\_\_\_ the largest city \_\_\_\_\_ the world.
- We always watch the news \_\_\_\_\_ television.
- His daughter plays \_\_\_\_\_ the violin every afternoon.
- This umbrella won't protect you \_\_\_\_\_ the rain! There are holes in it!
- Jim always tries \_\_\_\_\_ at least five pairs of jeans in this shop.