

**CD2.3** Rosana, a Brazilian client, is planning a European trip to Germany, France and Russia. She asks Enrique, who works for Better Business Communications, for advice about the countries she'll be visiting. **Note down the five topics that Rosana mentions. Are they on your list as well? Do you agree with what Enrique says about the three countries? Give your reasons.**



## Task

- 1 Work individually or in national groups. Prepare an informal talk about the business culture of your country or a country you know well. Use the list of topics and questions below to structure your talk. During each talk, the other members of the class will play the role of the top managers.
- 2 Give your talk to the top managers. Try to answer any questions they may have.
- 3 In one group, discuss the talks. What advice/information surprised you? Which was the most interesting talk? Why?

## Topics

### Appearance

- How do men and women dress in business?
- Is casual dress permitted in business meetings?
- How do people dress on social occasions, e.g. at an informal dinner?

### Behaviour

- Do people like a lot of personal space?
- Do they usually stand close or far away from another person when talking to colleagues?
- Do staff use first or family names when addressing each other?

### Entertainment

- Do businesspeople prefer to entertain guests at home or in a restaurant?
- What advice can you give about gifts?
- What are good/bad topics of conversation?

### Meetings

- How important is punctuality in your culture? Is it OK to be late for a meeting?
- Is a person's status important in meetings? Does the most senior person always lead a meeting?
- Is decision-making slow or fast in business?

### Business practice

- Do you have to make appointments well in advance?
- What are the usual business hours?
- What is the usual time for a business lunch? How long does it last?

## Writing

Write a short report summarising the most interesting information you have learnt about a culture in this unit.

➔ Writing file page 130

Watch the Case study commentary on the DVD-ROM.

