

PHILOSOPHY

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National peculiarities of modern Chinese business etiquette

An attempt has been made to describe and systematize the cultural features of Chinese etiquette in the business sphere. Five aspects of business etiquette that require special attention in intercultural dialogue are highlighted: the meeting ceremony, eating habits, culture of negotiation, attitude to time, gifts. It is shown that the main difference between the Chinese business strategy lies in building trusting, close and friendly relations with a partner, which largely determines the rituals and ceremonies of business communication.

Key words: business etiquette, business communication, taboo, China, mores.

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