

<<会展礼仪与文化>>

图书基本信息

书名：<<会展礼仪与文化>>

13位ISBN编号：9787122034342

10位ISBN编号：7122034348

出版时间：2008-7

出版时间：化学工业出版社

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页数：155

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前言

本书是“会展英语系列教材”之第三册，旨在弥补目前高等院校会展系列教材中缺少针对性较强的英语文化和礼仪类教材而编写。

编者认为对会展从业人员而言，会展礼仪既是个人文化素质的体现，也是企业管理理念的综合表现。因此这一问题对各类会议、展览与节事的成功举办有着重要的影响。

本书由8个单元构成，采用案例导入法编写，既阐述了会展业的礼仪概念和文化理论，也注重了中西方礼仪文化的介绍与对比，同时结合实际会展案例，系统地介绍了会展礼仪相关规范和具体技巧。本书为会展从业人员和会展专业的学生提供了较为系统的指导，对他们提高文化素养和职业素质具有一定的指导意义。

本书适用于大专院校会展经济相关专业学生、成人教育学员及从业人员。

由于在编写的过程中，存在资料不足的问题，同时鉴于编者水平所限，因此，书中尚有诸多不尽如人意之处，诚恳希望读者指正。

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内容概要

本书为出版《会展英语》、《会展实务英语》的配套教材，专门针对英语文化和礼仪编写而成。

本书由8个单元构成，采用案例导入法编写，既阐述了全展来的礼仪概念和文化理论，也注重了中西方礼仪文化的介绍与对比，同进结合会展案例，系统地介绍了会展礼仪相磁规范和具体技巧。

本书既可作为会展经济及相关专业大专院校教材，也可供会展从业人员参考。

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章节摘录

sure those who were invited into the feudal castle knew how to behave properly, so the ceremony could run smoothly. Etiquette is a topic that has occupied writers and thinkers in all sophisticated societies for millennia. All known literate civilizations, including ancient Greece and Rome, developed rules for proper social conduct. Confucius included rules for eating and speaking along with his more philosophical sayings. Early modern conceptions of what behavior identifies a "gentleman" were codified in the 16th century, in a book by Baldassare Castiglione, *Il Cortegiano* ("The Courtier"). In the UK, Debrett is considered by many to be the arbiter of etiquette; their guides to manners and form have long been the last word among the polite society. Traditional publications such as *Correct Form* have recently been updated to reflect contemporary society, and new titles *Etiquette for Girls* and *Manners for Men* act as guides for those who want to combine a modern lifestyle with traditional values. In America, Benjamin Franklin and George Washington wrote codes of conduct for young gentlemen. The immense popularity of advice columns and books by Letitia Baldrige and *Miss Manners* shows the currency of this topic. Even more recently, the rise of the Internet has necessitated the adaptation of existing rules of conduct to create etiquette, which governs the drafting of email, rules for participating in an online forum, and so on. In Germany, there is an "unofficial" code of conduct, called the *Knigge*, based on a book of high rules of conduct written by Adolph Freiherr Knigge in the late 18th century entitled *ber den Umgang mit Menschen* (*On Human Relations*). The code of conduct is still highly respected in Germany today and is used primarily in the higher society. Etiquette may be wielded as a social weapon. The outward adoption of the superficial mannerisms of an in-group, in the interests of social advancement rather than a concern for others, is a form of snobbism, lacking in virtue. Cambridge Dictionary defines etiquette as "the set of rules or customs which control accepted behaviour in particular social groups or social situations", which, in other words, refers to manners and behavior considered acceptable in social and business situations. In Cambridge Dictionary, protocol is defined as "the system of rules and accepted behaviour used at official ceremonies and occasions". This concept often focuses on customs and regulations with diplomatic etiquette and courtesies in official situations, such as negotiations.

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