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BUSINESS ETIQUETTE IN THE ENGLISH-SPEAKING WORLD: HOW TO COMMUNICATE SUCCESSFULLY

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Business etiquette in the English-speaking world is the foundation of successful international cooperation. Business communication norms in countries such as the United States, the United Kingdom, Canada, and Australia build trust, foster fruitful partnerships, and help avoid misunderstandings. Knowing these rules ensures effective communication and maintains a professional image. Let's examine the key aspects that define English business etiquette.

Let's start with greetings and introductions. In the USA, a handshake is a sign of confidence. It is firm but not aggressive. In the UK, it is more reserved, as is the general communication style. Canadians combine friendliness with moderate formality. In all cases, it is essential to consider local traditions and use first names and titles, especially in formal contexts.

Next is the degree of formality in the language of communication. In the United States, an informal style is often used after several meetings, facilitating contact and indicating openness. In the UK, restraint, titles, and formal addresses remain more acceptable, even after a long acquaintance. In Canada and Australia, the style varies, but generally, there is a balance between politeness and informality.

When it comes to written communication, the key is to be clear, polite and structured. In the US, Canada and Australia, short, to-the-point letters are preferred. They are more formal in the UK, with traditional addresses such as ‘Dear Sir/Madam’ and the ending ‘Yours faithfully’. In any case, a polite and professional tone is a must.

The rules of business meetings are equally important. Punctuality is a key indicator of respect for a partner. In the US, a meeting often starts with a small, friendly conversation. In the UK, it starts with a formal introduction. Discussions are structured, and giving everyone a chance to speak is essential. Recording the main decisions helps to avoid misunderstandings in the future.

Non-verbal communication also plays an important role. Open eye contact is perceived as a sign of sincerity in the United States, but excessive eye contact is seen as intrusive. In the UK, restraint in gestures and looks is the norm. Straight posture, open arms, and moderate facial expressions create a professional image and emphasize interest.

Finally, cultural adaptation is worth mentioning. Each country has its own business habits. In the US, it's about speed, practicality and results. In the UK, it's about caution and collegiality. Canada and Australia strive for balance: professionalism is combined with an informal atmosphere that promotes openness in cooperation.

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