

# BUSINESS CULTURE IN THE US



For many, the United States traditionally is a country of unlimited business opportunities. This kind of "Mecca" for the business, which will be a place of almost any business model. In many ways, it has become possible thanks to the people of the country - a very open and friendly people, whose favorite motto - "Nothing is impossible."



# Greeting

According to the American business etiquette, greeting and introduction is accompanied by a handshake. The US is not customary to exchange kisses and kissing a woman's hand. With more companionship, in greeting the Americans used to pat each other on the back.



# Treatment

The Americans, having a friendly nature, always seek to establish an informal atmosphere in the talks, so they prefer to communicate with people by name, regardless of their age and position.



# Invitation to visit and gifts

If an American invited you to his home, then most likely, you give him cute, he'll notice and appreciate. In this case, you can bring a gift - flowers, bottle of wine or a souvenir, typical for your country. In general, business gifts are not accepted in the United States, as they can cause mistrust, and perceived as a bribe (in the US are very strict laws governing relations with bribes). On the other hand, a small souvenir with your company logo will be accepted with pleasure and unpacked right at you. For its part, as a gift to American businessmen can invite you to the restaurant, on vacation out of town.

In an informal conversation is best to avoid political and religious topics. It is better to discuss the issues of family, hobbies, recreation and sports.



# The attitude at the time

"Time is money -" - another famous American proverb. about saving time issue is very important for the Americans; waffle - so take the time and therefore money. Therefore, meetings and negotiations often limited to one hour. American builds his life on a schedule, clearly following him every day. Punctuality is very important to the United States, and the delay perceived as rude.



# Attitudes toward women

In American business culture, women are considered equal to men, and quite often in leadership positions. In general, in the US business world, many more women than any other country. American business woman considers herself a full-fledged business partner, so you should not be overly courteous in relation to women's business, personal questions are irrelevant.





# Business suit



In the US, the rule:

"The higher the position, the official costume" In business life taken only dark suits. Women preferred trouser suit quiet colors, as well as shoes with heels no higher than 4 cm. Less stringent rules freer style of work in sports, art, fashion and entertainment industry.



# Business conversation

In the US, much easier to get acquainted and make friendships, compared, for example with Japan. The main thing is to be able to present themselves well. Americans are very energetic, open and friendly people. With new friends, you can go directly to the cause and to speak quite frankly. Expressions Let's get down to business - «Let's get down to business" - is very popular among Americans. During the business meeting is not made to be distracted by extraneous things - phone calls, conversations with colleagues. But jokes inserted into conversation on the subject, is considered a sign of good taste. The country speak American English, apart from London arrogant English version of the same language. So if you want to translate some materials for their future partners in the US, you should do so taking into account the peculiarities of the language.



# Features negotiating

Business negotiations Americans like to begin with a discussion of the general question, a problem requiring decision (what to do), and then proceeds to detail contributing to the implementation of the agreements (how to do), which is given great importance in the organization of any business. Therefore, consideration Americans cooked, usually whole "package" proposals. But on the formalities they will not be wasting your time.

The negotiation process the Americans are trying to maintain a rapid pace, constantly pushing their partners for an early decision. They can even be aggressive, imposing its own rules.

During business negotiations Americans can afford to sit, his legs crossed so that the shoes one foot lying on the other knee or put your foot on a nearby chair or table.





Thank you for attention!!!