

Business across cultures 2

A Names

My real name's Thomas, but please call me Tom.

first name

family name
or surname

MARKETING DIRECTOR

They stand for John Gregory, if you really want to know.

initials

J. G. Cutler
TAX INSPECTOR

I'm from the US. The 'R' stands for Robert – that's my **middle name**. My dad is also called Douglas R. Baxendale, so he puts Sr (senior) after his name, and I put Jr (junior). This is unusual in the UK.

initial

Douglas R. Baxendale Jr
CHIEF EXECUTIVE OFFICER

! In the English-speaking business world, people use first names, even with people they do not know very well. But if you aren't sure, use Mr and the family name for men, and Mrs or Miss and the family name for women, depending on whether they are married or not. Ms often replaces Mrs and Miss. You don't use Mr, Mrs, Miss or Ms with only a first name (e.g. ~~Mr John~~) or by itself.

B Business cards

job title

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C Dress

In Alphaland, businesspeople dress quite **formally**. The **business suit** is common, but for men, wearing non-matching jacket and trousers is also a possibility.

In Betatania, the dark **business suit** is obligatory for men. Some companies allow women to wear trouser suits.

In Gammara, the business suit is almost as necessary as in Betatania, but with more variation in colours. Some companies require employees to wear formal clothes from Monday to Thursday, and allow less formal ones on what they call **casual Fridays** or **dress-down Fridays**. In some places, many banks and shops require people dealing with customers to wear **uniforms** so that they all dress the same.

In Deltatonia, people dress more **casually** at work than in the other countries. For men, suits and ties are less common than elsewhere. This is **smart casual**.