



Unit 1 Here's my card

Before you read

Think about these questions. How do people greet each other in your country? Do they usually shake hands?

Read the article

Greetings Around the World

In international business, it's important to know how to greet people from different countries. In most business situations, shaking hands is the usual greeting. But people in different places shake hands in different ways.

In France, for example, handshakes are very quick. In Brazil, people take more time to shake hands. In both Brazil and France, it's common to shake hands with people when you arrive and leave. People do not usually shake hands as often in the U.S.

In many parts of Asia, handshakes are gentle and can last 10 seconds. Handshakes are common in China, but it is also appropriate to nod your head when you meet a person for the first time. In the U.S., handshakes aren't usually that long.

Here are some things to remember when you shake hands in English-speaking countries:

- Look at the person's eyes and smile.
- Shake hands firmly, but not too hard.
- Shake hands for only 2 or 3 seconds.

Source: Adapted from Dun and Bradstreet's Guide to Doing Business Around the World and *Global Links 1*, by Keith Adams and Rafael Dovale, Longman

Build your reading skills: Scanning for details

Read the article again. Use the words in the box to identify where these greetings are used.

Asia	Brazil	China	France	U.S.
------	--------	-------	--------	------

1. Give a quick handshake. France
2. Shake hands for about 10 seconds. _____
3. You can shake hands or nod your head. _____
4. Shake hands when you arrive and leave. _____ and _____



Check your comprehension

Circle the letter of the answer that completes each sentence.

1. People in different places shake hands _____.
 a. in different ways
b. the same way
c. in the usual way
2. In the U.S., handshakes are _____ than in Asia.
a. longer
b. shorter
c. in business
3. In China, people often _____ and don't shake hands when they meet someone.
a. say goodbye
b. are gentle
c. nod their head
4. People in France and Brazil usually shake hands _____ than people in the U.S.
a. more often
b. less often
c. fewer times
5. In English-speaking countries, remember to shake hands _____.
a. very often
b. gently
c. firmly