

Japanese Etiquette & Ethics In Business, Boye De Mente, Richard De Neufville, De, Savigny, 190 pages, 9780844285306, McGraw Hill Professional, 1994, 1994

Japanese Business Etiquette – Exchange of Business Cards. In Japan, business cards, called “meishi” in Japanese, are the primary means of identification used when doing business. Meishi let the other party know not only what company you represent, but what your position is within that company, all of which is essential information for knowing how they should interact with you and you them. Dress in business suits is another formal Japanese business custom. While Japan has relaxed its dress code somewhat in recent years, when visiting with a client or a prospective employer, a suit and tie is still pretty much mandatory. The ideal Japan business suit is one that is black, dark gray, or perhaps navy blue. Etiquette in Japan form common societal expectations of social behavior practiced throughout the nation of Japan and is highly esteemed. Like many social cultures, etiquette varies greatly depending on one’s status relative to the person in question. Customary practices can be traced to all aspects of everyday life in Japan, particularly in homes, schools, and the workplace. Although certain regions may have distinct customs, many of the customs practiced daily are also retained nationally and can be Business Cards are Talismans. For Japanese business professionals, a business card (Meishi, pronounced “MAY-SHEE”) is an extension of their identity. Therefore, it’s important to observe some engrained rules of etiquette that signal respect for the person. Accept the card with both hands, briefly read it and place it in your business card holder if you are standing; if you are seated, place it on the table for the duration of the meeting and then place it in your business card holder. You can gain more information in this area from sites such as Japan Business Etiquette, Culture, and Manners, and Terri Morrison’s book: Kiss, Bow, or Shake Hands (The Bestselling Guide to Doing Business in More than 60 Countries.) Read more articles on company culture.