

other countries. The only way out of the crisis is a return to traditional form of family. And the main task of the church and the government is promoting moral standards among the citizens.

Scientific literature I've read is very interesting for me. I got acquainted with the ideas of Western scholars and researchers in matters of marriage and family. In my opinion the third article was particularly important because it addresses the problem of interaction between the two social institutions – the family institution and the institution of religion. It is clear that these institutions are linked with each other and changes in one institution entail changes in other institution. The authors analyzed in detail the process of secularization of modern Western society, which entailed significant changes in family and marriage. I think the study of foreign scientific literature is necessary because it enables us to look at the problem from another point of view and to get acquainted with findings of foreign scientists.

**Е. А. Ботова**

## **INTERNATIONAL PROTOCOL**

Business etiquette is the established order of business and business contacts. We all know that any member of the firm is a person of the company, and it is important that the person is simultaneously sympathetic and professional, friendly and unshakable, helpful and self.

Russian leaders do not always seek to understand the technology of working with foreign partners. If you get an agreement with the Germans, it is absolutely the same methods which are used in the negotiation, for example, with the Japanese. However, in each country – its peculiarities of affairs and this must be considered.

During the business negotiation with representatives of foreign companies and organizations need to remember that participants in these contacts are citizens of different states. From the proper organization and conduct of business negotiation depends largely on the future decisions.

In every country and people have their own traditions and customs of business communication and business ethics.

An international protocol is a set of generally accepted rules and traditions to be observed in international business circles, a set of measures to help each participant understand their role in the process of business communication. Lan-

guage, knowledge of which allows you to communicate with different people, stressing respect for the partner and keeping his face. Protocol standards are non-verbal language of communication, which are understood and accepted at international level.

#### *Some words about France*

France is one of the oldest nations on the European continent. For a long time, French was the language of diplomatic communication. The French are more gallant than polite, skeptical and prudent, shrewd and resourceful. They do not want to risk at all. Negotiations are toughened, pressured their confrontation.

#### *China*

Chinese participants are very careful to collect information, and to partners in the negotiation. In the Chinese delegations there are many experts. Much attention they give the appearance of partners, the manner of their conduct, relations within the delegation. The Chinese attach to the establishment of informal, personal relationships with partners of great importance. Presents better do not to a certain person, but the entire organization, because local rules may prohibit the taking personal gifts.

#### *Let's speak about Japan*

In business negotiation with the Japanese is unacceptable under any pressure. Necessary to avoid physical contact – a handshake is undesirable. The most important element of the rules of etiquette is bows. When submitting handed business cards. In addition, it is desirable to provide additional information about the distinctive features of your product compared with competitors' products. From the very beginning of the negotiation, after the presentation and exchange of business cards, you must file a tea. The Japanese do not admit to business women. They also distrusted the presence of women in the negotiation on our part.

#### *Some words about America*

Americans are straight men; they appreciate in people honesty and candor, quickly moving to the heart of the conversation and do not waste time on formalities. Americans cherish the time and appreciate punctuality. They use diaries and live on a schedule. The American delegation has persistently tried to achieve their goals. Americans differ a great knowledge of the market, its original structure and position in the counterparty.

#### *About Germany*

Business ties with German companies can be established through an exchange of letters with proposals for cooperation. High professionalism and uncon-

ditional fulfillment of its obligations to facilitate the long-term business ties with German companies. Questions should be carefully prepared in advance written on special paper. During business negotiation, the Germans are professional and formal. They usually expect you to do the same. To address them should be named, for example, "Mr. Bauer," and not by name, as adopted by the Americans.

*Well, about England*

You should not start negotiation with British firms without careful preparation and coordination. Punctuality in the UK is a rigid rule. The British decide slower than, for example, the French. Traditional for the British is the ability to avoid sharp corners during the negotiation.

*And now, Italy*

Italians are expansive, abrupt, are very sociable. In order to establish business relations rather an exchange of letters with suggestions. Great value Italian businessmen attaches to the negotiation were conducted between people occupying roughly equal position in the business world or society.

*Spain*

The Spanish partners are by nature serious, open, gallant, have a great sense of humor and the ability to work in a team. You should not assign a meeting at noon. This is – an hour fiesta (lunch). Styles conduct business negotiation with representatives of Spanish firms less dynamical, as with U. S. and Japanese. As the Spaniards like a lot of talk, meetings laws are often not respected. Need classic costume: a white shirt and polished shoes – are required.

*And finally about Arabs*

One of the most important elements for business meetings is to establish trust between the partners for Arab countries representatives. All contacts and discussions are conducted with men. Arabs during the conversation avoid nervousness and haste.

Acquainted with national features of negotiating with foreign firms can avoid mistakes and to negotiate at a decent level. Negotiation is successful if both sides appreciate the results.

As is clear from the article business ethics is one of the main "tools" of image formation of the company. In today's business person of the company play a significant role. Those organizations that do not respect business etiquette lose a lot. The same as with business etiquette has become a way of life is higher productivity and better results. Entrepreneurs around the world know the central tenet of business: good manners are profitable.