

How to address the North Americans

- The order of most names is first name, middle name, and last name.
- When you meet someone for the first time, use a title and his or her last name until you are told to do otherwise. Use titles such as “Dr.”, “Ms.”, “Miss”, “Mrs.”, or “Mr.”, followed by the last name
- In many cases, Americans will insist on using first names almost immediately; this is a cultural norm that reflects a more casual business style rather than a sign of intimacy.
- Avoid using 'negroes' and 'Orientals' and instead use hyphenated terms such as African-Americans, Caribbean- Americans, and Asian-American.
- Native Americans refer to people of indigenous descent, and Latinos refers to people of Hispano-Latin-American origin. Avoid the term 'minorities' when describing

In a Meeting

- Punctuality is very important for business occasions. Usually, business is conducted at an extremely fast pace.
- Time is of major importance. After a pleasant but short introduction, Americans will want to get to the point as soon as possible
- Bullet-point presentations have preference above lengthy, detailed explanations.
- The concept "time is money" is taken seriously in U.S. business culture. Businesspeople are used to making up their minds quickly and decisively. They value information that is straightforward and to the point.
- Americans regard negotiating as problem-solving through "give and take" based on respective strengths. Therefore, they will often emphasize their financial strength and/or position of power.
- Regardless of the negotiator, company policy is always followed. Though they are risk-takers, American businesspeople will also have a financial plan which must be followed

At the Workplace

- People in the United States write the month first, then the day, and then the year [i.e., December 5, 2006 is written 12/5/06].
- American business language is also very idiomatic. Many Americans adopt sports terms in their business speech ["Touch base," "Ballpark figures," "Call the shots," "Team players," and "Game plan" are a few examples.] Many Americans may not be aware that they are using these idioms because they seem so natural.
- Generally, Americans like to laugh and enjoy being with people who have a sense of humor. Jokes are usually welcome, but be careful. In all situations, ethnic and religious humor should be avoided.
- Be aware that the United States is one of the most litigious societies in the world.



- Sports are very popular in the U.S., especially baseball, football [not to be confused with soccer], and basketball. Soccer [known as football in most other countries].

Business Attire

- In U.S. business culture, dress tends to vary. In some parts of the country--the east in particular--most people wear business suits. In other areas, such as the west coast, a more relaxed approach to dressing is the norm in many workplaces. Executives in most regions of the country, however, usually dress quite formally.
- Business suits or dresses are often the standard attire for women. Accessorizing, which adds flair to even very simple outfits, is also practiced here.
- When not working, feel free to dress casually. In their leisure hours, you will notice that Americans wear a wide range of casual items, such as running shoes, t-shirts, jeans, shorts, baseball caps, etc.

Appropriate gifts

- Presenting a gift is a thoughtful gesture, but it is not expected.
- Business gifts are often presented after the deal is closed. In most situations, gifts are usually unwrapped immediately and shown to all assembled.
- Taking someone out for a meal or other entertainment is another popular gift
- Gifts for women such as perfume or clothing are usually inappropriate. They are considered too personal.

Dining Etiquette

- The fork is held in the right hand and is used for eating. The knife is used to cut or spread something onto a food item. To use the knife, the fork is switched to the left hand or is laid down; to continue eating, the fork is switched back to the right hand. But, if you prefer to use the "continental" style of dining, in which the knife and fork are never switched, that is acceptable, too.
- Some foods for example like pizza; burgers are eaten with the hands. As a general rule, you may want to follow the example of your companions.