

<<国际商务谈判>>

图书基本信息

书名：<<国际商务谈判>>

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内容概要

《国际商务谈判》旨在传授国际商务谈判的基础知识，介绍谈判人员在谈判中制胜的策略和技巧，强调案例分析，实用性强。

书中不仅阐述了在国际商务实践中如何通过商务谈判的实践掌握技能，还非常注重启发及强化跨文化商务交际的意识和知识。

本书内容简明、系统，具有较高的可读性和启发性。

《国际商务谈判》为高等院校经管类、商务英语专业和英语专业商务方向的教材，也可供相关专业从业人员参考。

本书由黄伟、钱莉主编。

<<国际商务谈判>>

书籍目录

Chapter	An Overview of International Business Negotiations
Section	Concept and Characteristics of International Business Negotiations
Section	Principles of Business Negotiations
Section	The Types of International Business Negotiations
Section	Forms & Approaches of Business Communication
Chapter	The Theories of International Business Negotiations
Section I	The Economic Theory
Section II	The Basic Psychological Theories of Business Negotiations
Section	Integrative Approach and Win-win Principle
Section	Game Theory and the Principle of Good Faith
Section	Other Theories
Chapter	Personnel Quality, Psychology and the Negotiation Team Composition
Section	Psychology in International Business Negotiations
Section	Individual's Psychological Activities During the International Business Negotiations
Section	The Negotiators' Qualities
Section	The Negotiation Team Composition
Chapter	Culture Differences in International Business Negotiations
Section	Cultural Factors Influencing on Negotiation Styles
Section	Cultural Differences in International Business Negotiations
Section	The Business Negotiation Customs and Styles in the Prime Regions
Chapter	Preparations for Business Negotiations
Section	The Preparations of Business Negotiations
Section	The Information Preparation for Business Negotiations
Section	Business Negotiation Plans
Section	Simulated Negotiations
Chapter	Business Negotiation Strategies
Section	Strategies of Starting Stage
Section	Strategies of Offer
Section	Strategy of Consultation Stage
Section	Strategies on the Stage of Striking a Bargaining
Chapter	Communication Skills in Business Negotiations
Section	Verbal Language in Business Negotiations
Section	The Non-verbal Language in Business Negotiations
Section	Words Expressions in Business Negotiations
Chapter	Different Forms of Tactics in International Business Negotiations

<<国际商务谈判>>

- Section Negotiation Skills for the Superior
- Section Negotiation Skills for the Inferior
- Section Negotiation Skills for the Balance
- Chapter Risk Prevention in International Business Negotiations
- Section Analysis for the Risks in International Business Negotiations
- Section How to Forecast & Control Risks in International Business Negotiations
- Section Methods to Avert Risks
- Chapter Etiquette for International Business Negotiations
- Section Summary for Etiquette in International Business Negotiations
- Section Basic Business Etiquette
- Section Etiquette for International Business Negotiations
- Bibliography

<<国际商务谈判>>

编辑推荐

《国际商务谈判》(英文版)是基于编者多年的教学实践和多次指导学生参加全国大学生商务谈判大赛所积累的经验编写而成。

编者从理论和实际相结合的角度,科学地把商务知识、谈判知识、现代沟通的内容及形式融为一体,通过对国际商务谈判策略和技巧的介绍,使学生们了解和掌握国际商务谈判的谋略以及蕴含在其中的时时应考虑到的谈判对方所处的社会、文化背景等内在的因素。

书中列举了大量的案例,在为学生们提供国际商务谈判真实情景的同时,以期培养学生分析问题、解决问题的能力 and 树立团队合作精神。

本书由黄伟、钱莉主编。

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