

<<谈判基础>>

图书基本信息

书名：<<谈判基础>>

13位ISBN编号：9787543218437

10位ISBN编号：7543218437

出版时间：2010-12

出版时间：格致出版社

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页数：278

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## &lt;&lt;谈判基础&gt;&gt;

## 前言

Welcome to Negotiating Essentials !

This is an exciting new book that presents, in a unique student-centered focus, time-tested negotiation concepts, skills, and practices developed by nationally recognized authors, experienced professionals, and the most recent findings of distinguished academic researchers. This book was written in response to faculty who requested a comprehensive negotiation textbook that can be utilized in a wide variety of college courses——negotiation, conflict resolution, labor relations, and managerial decision making——either as a textbook or as a supplement. In society today, almost everyone has the opportunity to be a successful negotiator——managers, business professionals, engineers, lawyers, teachers, public sector administrators, health care professionals, consumers, parents, and neighbors. That is the reason negotiation courses are found in colleges of business, law, education, engineering, psychology, and public administration. This book is designed for those programs. Negotiation situations occur in a person's professional and personal life. In fact, most people are faced with hundreds if not thousands of opportunities to negotiate issues of importance to them during their lifetime. Unfortunately, many people choose not to negotiate but instead accept what is offered to them——the terms of a job offer, the listed sale price, a standard rate, or perhaps a work estimate. Why ?

Either they simply do not recognize that bargaining is possible in the situation before them, or they feel uncomfortable negotiating. They may believe they lack the skills to negotiate successfully. Or they simply detest the negotiating process and will avoid it at any cost——but they often pay a higher cost for their lack of negotiating skills. Based on our own combined 60-plus years of negotiating experience, as well as the hundreds of years of combined experience of the highly successful professionals who made contributions to this book, we are convinced that almost everyone can become an effective negotiator. A considerable amount of scholarly research and classroom teaching shows that one can become a successful negotiator by mastering the concepts, skills, and practices presented in this text and applied to real-world cases. Our former students have told us that not only have they learned and applied these skills themselves, but that negotiating can be fun !

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### 内容概要

本书系“高等院校市场营销教材系列”中的一本。

全书共10章，章节经过精心组织，初学者需要学习的谈判理论、技巧和操作方法通过有逻辑、易学的步骤介绍过来。

从谈判概述入手，介绍谈判过程、分配谈判、综合谈判、通过力量和说服获得影响力、策略、僵局及非诉讼解决方式。

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### 作者简介

作者：（美国）迈克尔·R.卡雷尔（Michael R.Carrell）（美国）克里斯蒂娜·希弗林（Christina Heavrin）迈克尔·R.卡雷尔Michael R.Carrell，北肯塔基大学商学院院长，非诉讼争端解决（ADR）中心的创会理事。

卡雷尔博士先在路易斯维尔大学获得经济学学士学位，继而在该大学获得MBA硕士学位，后来，在肯塔基大学获得了博士学位。

进入路易斯维尔大学授课。

在他的职业生涯中，曾担任过路易斯维尔的员工指导者和劳资谈判代理人，还代表很多管理层、商业人士和个人进行过谈判。

克里斯蒂娜·希弗林(Christina Heavrin)，在斯伯汀大学获得学士学位，在路易斯维尔大学法学院获得法学博士学位，从事了多年公共和私人方面的法律工作，曾服务于利比里亚和赞比亚等西非国家的和平组织。

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## 章节摘录

插图：One cultural anthropologist has studied cultures around the world and has developed a concept that may be useful in communicating with people from diverse backgrounds. Edward T. Hall identified two classic dimensions of culture: high-context and low-context. These concepts primarily refer to the way in which information is communicated. High-context cultures place value on the context in which the communication takes place——on body language, setting, and other cues in the environment in addition to the spoken word. High-context cultures use communication for interaction and use information exchange as a way to establish and maintain a relationship, with only minimal information in the transmitted message itself. Low-context cultures are the reverse. Low-context communications rely heavily upon the spoken word. External surrounding factors are screened out and objective facts are relied upon for the information gathered. Most of the information has to be in the transmitted message in order to make up for what is missing in the context.

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