

<<国际商务谈判>>

图书基本信息

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前言

截至2008年，教育部已批准对外经济贸易大学、广东外语外贸大学和上海对外贸易学院三所高校设立商务英语本科专业。

目前，全国已有近700所院校开设了商务英语专业方向或课程，商务英语教学内容由语言能力、跨文化交际、商科知识、人文素养四个课程群组成，如何建设和完善商务英语教材已成为办好商务英语专业的关键因素之一。

上海外语教育出版社经过精心策划，适时推出了商务英语知识群的教材——“简明商务英语系列教程”。

这套原版商务英语专业知识阅读教材从美国世界贸易图书出版社最新引进，共12本，涉及商科知识的各个领域，包括国际经济学、国际贸易、管理学、营销学、国际商法、商务谈判、商业伦理、商业文化、商业合同、商业支付等。

本系列教材的特点是：知识体系完整，内容简明扼要，语言文字流畅，理论联系实际。

为了帮助读者更好地理解商务英语学习所必备的商务专业知识，本套教材组织了阵容强大的专家委员会，还特邀对外经济贸易大学商务英语的专家教授为本系列教材撰写导读，相信一定会对学习者的裨益。

本系列教材可以作为大专院校商务英语、国际贸易、工商管理等专业学生的相关课程的教材，同时也可作为企业各类管理人员的培训教材或辅导资料，以及广大商务英语学习者的自学教程或阅读丛书。

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内容概要

本书旨在传授国际商务谈判的基础知识，介绍商人在谈判中制胜的策略和技巧，实用性很强。基于自身丰富的实践经验，作者不仅阐述了在国际商务实践中进行商务谈判的实用技能，还非常注重启发和强化跨文化商务交际的意识和知识。课本的内容简明、系统，具有较高的可读性和启发性。可作为大专院校国际贸易、商务英语、商务管理等专业国际商务谈判课程的教材，同时也可作为商务人员从事国际商务谈判的参考书。

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作者简介

卡瑞(Jeffrey Curry)曾获得工商管理硕士和博士学位,是一名知名的国际贸易专家,多年来在亚洲、北美和欧洲从事大型的国际贸易业务和合资企业的谈判活动。他在亚洲和北美教授过管理学、经济学和国际金融等课程。他是《越南通行证》(Passport Vietnam)等书的作者,也是《观

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LOCATION Location, or the sudden change of location, can be used to disconcert an opponent—even more so when they're "high maintenance" types who require ideal circumstances for optimal performance. Targeted visitors may find that the meeting facility that was touted as being "just outside of the city" is in reality a two-hour drive through backroads. Unfamiliar territory and distance from their psychological link to getting home (the airport) make the victim of this tactic dependent on their opposition. No longer merely counterparts, they have become caregivers. Add into this the accompanying language problems, transport restrictions, and general separation anxiety (homesickness) , and the picture is complete. Negotiations will proceed but under the control of the practitioner. Its a tactic thats best used against inexperienced negotiators, as it relies on the target being unused to the rigors of travel. Experienced teams will be only mildly inconvenienced and yawn at the ham-handedness of the ploy. Another location tactic is commonly used by large companies to awe counterparts. Rather than inconveniencing opponents, they lavish them with every possible thing they could want. Meeting facilities and hotels are top-of-the-line with furnishings designed to impress. Tours are arranged for cuttingedge manufacturing plants and high-tech compounds. No expense is spared. The message being sent out by the practitioner is "were already at the top. We dont need your (product, business, expertise) , but we are more than happy to discuss it." If youre on the receiving end of this tactic, be aware that the underlying message is "We really want what you have but were going to try and convince you that its not worth very much." This tactic never works on Impassive or Stern strategists but the rest of us are highly susceptible to it. Remember, though the lap of luxury is nice, youre still sitting on someones lap.

INDEBTEDNESS This gambit entails making counterparts feel as if theyre in your debt on several possible levels. The first involves financial debt and is actually best used by a negotiator who doesnt appear to be flush with cash. Unlike the rich Location practitioner above, whose main goal is to make you feel as if their expenditures on negotiations are everyday costs, the Indebtedness tactician subtly lets it be known that every pfennig, rupiah, or peseta they spend on counterparts is a major exception. Food, lodging, drivers, translators, sometimes even airfares are paid for by the practitioner as an investment in the ultimate outcome of the negotiations.

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《简明商务英语系列教程10：国际商务谈判》可作为大专院校商务英语、国际贸易、工商管理等专业学生的相关课程的教材，也可作为企业各类管理人员的培训教材或辅导资料，以及广大商务英语学习者的自学教程或阅读丛书。

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