

<<国际商务谈判>>

图书基本信息

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## 内容概要

International Team Negotiation a graduate course and also for undergraduates proven in China to successfully educate Chinese business students and managers. Team negotiation is a powerful new concept in the study and application of NEGOTIATION practice. It is far superior to any training focused only on individual skills building. A powerful negotiation method that fits perfectly with Asian collective society. First developed by Professor Bob March during his 15 years in Japan as a professor , consultant and advisor. Perfected from his 4 years teaching & training in China. Professor March s TEAM NEGOTIATION METHOD is the clever Chinese collective approach for the future.

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## 章节摘录

插图：businessman with a wholesale stationery business, and strong ambitions to go far in national politics. When he heard about Miyauchi's story, he telephoned the chief negotiator and head of the Idelux overseas department, Mr. Haruyuki Yamano, in Japan. He asked to be allowed to visit him in Nagoya to finalise the agreement to build the plant. He confidently assured Mr. Yamano that he could make an offer that would please Idelux Motors. He then had a meeting with the PK City councilors, and got their agreement to make an improved offer to Idelux. He decided to visit Nagoya together with EH. Zhu, and would take to the meeting some people from the PK representative office in Tokyo.

**INSTRUCTIONS TO BOTH TEAMS**

Be sure to read the Appendix giving the Standard Instructions for conducting role plays. Prepare for the negotiation in Nagoya by adjourning to a private space or room. The Japanese team should understand its responsibilities —— planning, organizing, etiquette, etc. —— as host for the visit by Wang and Zhu. Wang should understand that he has made a promise to Yamano to make a ( new ) offer "that would please them". Yamano told Wang that his boss, Mr. Kunio Murata, a senior VP of Idelux Motors, may join the meeting with Wang and Zhu. PK City should work out quickly what kind of "culture" Idelux has, understand it, and adjust their thinking to fit with them. The members of the third team are to be observers of the negotiation, and are allowed to listen in to every discussion by the team members. Eventually they will each be expected to comment on any aspect of the conduct of the negotiation, and any aspect of the negotiation behavior of the teams and individual members. However, they are not allowed to talk with any of the negotiation team members, until the negotiation is finished.

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