

《国际商务谈判》

图书基本信息

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内容概要

《国际商务谈判(英文版)》旨在传授国际商务谈判的基础知识，介绍谈判中制胜的策略和技巧，实用性很强。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。课本可供三、四年级国际贸易、商务英语、商务管理等专业本科生作为国际商务谈判课程的双语教材使用，同时也可为广大涉外经济工作者提供一定指导和借鉴，作为商务人员从事国际商务谈判的参考书，亦可供具有一定英语基础知识、热心于商务活动的读者及专业人士学习参考。

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版权页： 2) Negotiation representatives Information about the negotiating representatives from the other side mainly includes the number of the negotiating representatives, the composition of the negotiating team, limits of their authority, and their identity and status. The number and composition of the representatives refers to how many representatives have been chosen to participate in the negotiation and how the team is formed or what people is it composed of. (for example, vice president, project manager, technician and interpreter and so on) .Limits of the representatives' authorities refer to whether the negotiation participants are the direct associates (manufacturer, importer and exporter, wholesaler, retailer) or their agents. If they are the former ones, do they have the authority to make decisions? If they are the latter, what are their limits and scope of authority as an agent? Identity of representatives refers to their nationalities, birth places, diplomas, qualifications, family backgrounds, characters, hobbies, etc. 3) Market research Negotiators should make synthesis comparisons concerning the technological specifications, uses, purchasing costs, quantity available, freight charges, domestic market prices, international market prices, product's life cycle and competitiveness, patents, necessary accessories and after-services and the like of the negotiating item. Market research is always an indispensable part of preparatory work. It should begin with consumers' consumption desires and needs, their present demand and future demand, preference to what kind of products and loyalty to which brands.

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