

<<国际商务谈判>>

图书基本信息

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作者：白远

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内容概要

《国际商务谈判理论、案例分析与实践(英文版·第3版)》分为三大部分。

理论部分：融合了国内外经典的谈判理论，从谈判动因、谈判结构、谈判组内部利益、谈判力、谈判双方的信任、谈判者心理、国际谈判文化模式、博弈论在谈判中的应用、谈判类型等方面，运用模型和实例对影响谈判全过程的主要因素进行了比较全面的分析。

案例部分：结合理论部分的讲解，提供了相应的案例分析，所提供的案例大多是世界著名谈判案例和研究成果，具有典型性和普遍指导意义。有些案例是作者在对著名国际商务谈判长时间的追踪调查的基础上编写的。

模拟谈判：模拟谈判的素材取自真实事例，为了适应课堂练习的需要，对之做了必要的加工。学习者在谈判结束后可以比较实际谈判的结果和自己谈判的结果，以收到更好的效果。此外，每章结束后都有结合该章内容设计的思考题和讨论题。

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作者简介

白远，教授，硕士生导师，现任教于北京第二外国语学院国际经济贸易学院，主讲国际商务谈判、当代世界经济、国际贸易和国际经济合作等课程（前三门为全英语授课）。本科就读于北京第二外国语学院，之后在日本、美国攻读硕士，主修世界经济。主要研究领域为国际直接投资、文化创意产业与产品贸易、国际贸易。近5年发表论文近50篇，出版专著5部，教材8部，其中北京市精品教材立项2项，北京市精品教材2部，国家“十一五”规划教材1部。

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编辑推荐

白远所著的《国际商务谈判——理论案例分析与实践（第3版）》自2002年出版第一版后一直坚持国际商务谈判课程发展的基本规律，注重谈判知识体系自身的发展，从国际商务谈判的发生、谈判的结构和影响谈判结果的主要因素出发教授学生谈判发生的根本原则和规律，同时注重学生通过实践来掌握谈判的基本理论与知识。

本着这样的宗旨，第三版在保留第二版框架结构的基础上主要从以下几个方面做出修订。

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