

<<国际商务谈判>>

图书基本信息

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前言

现代经济发展的实践表明，国际贸易是经济增长的强大推动力。

第二次世界大战后，国际贸易的迅速发展在全球范围内引起了国际分工体系的革命性变革和福利分配格局的重组，极大地促进了经济增长。

中国实行改革开放和加入世界贸易组织，加速了对外开放的步伐，外贸业务增长迅速，对外贸易对经济增长的贡献度不断提高，市场对外贸人才的需求急剧增加。

为了适应国际经济理论的创新与拓展以及外贸业务发展的需要，加快培养出更多掌握经济学理论知识、具有良好的外语基础、熟悉wTO的游戏规则、了解国际惯例、熟悉国际市场运作规则、具有浓厚的国际意识、掌握具体操作能力的国际经济与贸易专业应用型人才，必须从国际经济与贸易专业的课程体系、课程内容、教学方法、教材编写等方面进行探索和创新。

“复旦卓越·21世纪国际经济与贸易专业教材新系”教材编委会精心策划，在总结过去教材建设经验的基础上，结合应用型本科教育的特点，借鉴国内外经验做法，经过反复研究论证和撰写，推出了“复旦卓越·21世纪国际经济与贸易专业教材新系”。

这套系列教材包括《国际结算》、《国际贸易》、《外贸实务》、《国际运输与保险》、《wTO规则与运作》、《外贸函电》、《单证实务》、《国际服务贸易》、《报关实务》、《进出口商品检验》、《国际商务谈判》、《国际贸易专业英语》等12种。

这套系列教材同时作为上海市十大教育高地之一--外贸经济本科教育高地的标志性教材和国际经济与贸易专业人才培养的重要成果，具有“新、特、实、强”等特点。

设计思路新颖，强调学以致用，突出“以学生为中心”的思想；力求创新写作体例和研究分析方法。

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内容概要

《国际商务谈判》由12章组成，涉及国际商务谈判的各个环节和相关知识，如谈判的准备与开局、磋商策略、僵局化解、签约须知、语言技巧、心理素质、不同国家和地区谈判者的谈判风格和相关礼仪，等等。

《国际商务谈判》紧扣“国际”二字，围绕“应用”这个主题，将一个个生动的国际商谈案例串联于全书始终——每章先以开篇案例引出主题，接着在主要节目中穿插相关案例佐以分析，最后以结尾案例强化主题、归纳要点，提出问题与思考。

全书用这种有节奏地将读者引入各种国际商务谈判情景的方式，以期达到持续激发读者学习兴趣、强化对谈判策略的理解和相关技巧掌握的目的。

鉴于《国际商务谈判》的对象主要为中国高校生、进修生、来华留学生和从事涉外商务工作的相关人士，所用英文力求浅显通俗，层次结构力求清晰完整。

课堂教学时还可结合多媒体方式、现实案例讨论和模拟谈判等形式，学活用活，触类旁通。

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章节摘录

be one of the major approaches to settling the conflicts. Today this is especially the case with the globalization of the world's economy. To get more irreproducible resources and high-quality goods at low prices, to establish plants in a foreign country to circumvent trade barriers, to gain in the overseas capital markets, these cross-border business activities of varied sizes and forms are impossible without negotiation.

1.1 Definition and Characteristics of International Business Negotiation

The world we are living in is full of conflicts. There are two ways to resolve the conflicts: one is the use of force and the other is negotiation. In the field of international business, the era when one party manipulated the other by means of violence and force has long gone. Instead negotiating has become an effective approach to resolving conflicts and adjusting interests.

1.1.1 Definition and characteristics of negotiation

The word "Negotiation" derives from the Latin word "Negotiari", which means "to do business". Now in a broad sense, negotiation refers to the action and the process of reaching an agreement by means of exchanging ideas with the intention of dispelling conflicts and enhancing relationship to satisfy each other's needs. From the time memorial, home or abroad, a numerous varieties of negotiations have been conducted. Though negotiations vary in forms and contents, they all demonstrate the following characteristics: (1) Every negotiation involves two or more than two parties Even though you can role-play another person to negotiate with yourself, the counterpart you role-play is bound to represent interest different from yours. In effect, there are at least two or more key participants in a negotiation. The number of the major parties in a negotiation, from the debate of the United Nations with more than 200 members to a talk about marriage arrangements, may be as many as over a hundred, but absolutely never less than two.

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编辑推荐

《国际商务谈判》是在编委会精心策划、总结过去教材建设经验的基础上，借鉴国内外同类经验做法，经过反复研究论证推出，具有“新、特、实、强”等特点。设计思路新颖，强调学以致用，突出“以学生为中心”的思想；力求创新写作体例和研究分析方法；观点内容着力体现前瞻性、动态性，并做到深度和广度适宜；课程体系体现涉外经济类专业特点，采用中文和英语相结合的办法，凸现双语教学特色；注重实践性、实用性、可操作性。编写教师阵容庞大，教学经验丰富，研究能力强。

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