

<<商务谈判英语>>

图书基本信息

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内容概要

本书从Negotiation Dialogues(商务谈判对话)、Business Customs(各国商业习俗)、Useful Expressions(常用英语表达)以及Tips and Advice(谈判技巧提示)等4个方面精选地道的谈判文章、句子、习惯用语,内容涉及对外商务谈判的各种场合,包括用英语主持会谈、创造气氛、磋商讨论、发表意见、说服对方、反驳对手、达成协议等,以帮助读者熟练掌握英语语言和充分了解外国文化,提高用英语进行商务谈判的“三效”,即效果(增强你的信心,掌握谈判的主动,给对方以能者的印象)、效率(使谈判顺利进行,节省时间、精力和开支)和效益(达成协议,签订合同,带来利润)。

本书可作为对外经贸专业的英语谈判教材,也可供从事对外经贸工作的人员、就职于涉外企业的员工自学和参考。

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