

<<国际商务谈判>>

图书基本信息

书名：<<国际商务谈判>>

13位ISBN编号：9787811345612

10位ISBN编号：7811345617

出版时间：2009-9

出版时间：马士(March.R.) 对外经济贸易大学出版社 (2009-09出版)

作者：马士

页数：171

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

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.

<<国际商务谈判>>

作者简介

作者：(澳大利亚)马士(March.R.)

书籍目录

Section 1 What the Study of International Negotiation Does and Doesn't Include
Team Role Play No. 1 How Class Grades in This Course Are to Be Decided
Section 2 Selecting Your Team and Leader
NEGCOM Inventory Score Test
Section 3 The Method for Forming the Teams
Team Role Play No.2 Negotiation Preparation
Section 4 Negotiation between Inexperienced or Untrained Negotiators
Team Role Play No.3 China Life Insurance Case
Section 5 Anticipating Outcomes in International Negotiation
Case 1 Frazier Air Conditioning Global
Case 2 Protecting GUANXI from GWAILO
Section 6 The 8-Step Negotiation Preparation Process
Comprehensive Opening Statement (COS)
Section 7 Culture Learning Lessons for the Chinese Negotiator
Preparation for Team Role Play No.4
Idelux Motors vs. PK City
Section 8 Full Session Role Play Negotiation
Team Role Play No.4 Idelux Motors vs. PK City
Section 9 Professional Skills for International Negotiators
Section 10 More on Professional Skills
Section 11 Reviewing the Course and Understanding What Is Still to Come
Section 12 Team Role Play No.4 Motion Inc. vs. Precedent Computer Co.
Section 13 Team Role Play No.5 Crude Oil Sale Pricing
Section 14 Team Role Play No.6-8 Vessel Acceptance
Section 15 Final Course Activities
Learning from Two Model Reports and Submitting Your Own Final Reports
Appendices
I. Standard Instructions for Team Role Play Process and Skills
. Key Words and Terms Used in the Oil Industry
. Supplementary Team Role Play*
. The Order of Negotiating Activities — Expert's Ranking
Bibliography

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.

<<国际商务谈判>>

编辑推荐

《国际商务谈判(英文版)》由对外经济贸易大学出版社出版。

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>