

<<商务谈判说英语范例大全>>

图书基本信息

书名：<<商务谈判说英语范例大全>>

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内容概要

全面真实地再现国际商务情景，展现最典型的谈判语言，总结最重要的谈判技巧。

Part 1 谈判的5个关键步骤

Part 2 谈判的4个重要技巧

Part 3 谈判中的常见错误及防范策略

Part 4 建立信任关系

Part 5 贸易谈判

Part 6 成交

Part 7 合资谈判

Part 8 房地产谈判

Part 9 股市谈判

Part 10 专利、薪资等谈判

MP3录音光盘包括所有情景对话的美音朗读。

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作者简介

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Ju, 王牌畅销书《商务英语情景口语100主题》作者, 在国际商务领域拥有相当丰富的从业经验, 在跨文化交流中表现尤其突出; 曾供职于广播电台、纸质新闻媒体、美国国会山联邦政府; 近期专攻市场营销与品牌合并; 本科毕业于杨伯翰大学, 主修国际文化专业。

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书籍目录

Part 1 Five Key Steps in Principled Negotiation

谈判的五个关键步骤

- 1 Separate the people from the problem 将人和事区分开来
- 2 Focus on the interests behind the positions 关注立场背后的利益
- 3 Invent options for mutual gain 创造双赢的选择
- 4 Use independent standards 使用独立的标准
- 5 Consider best alternative if negotiation doesn't reach agreement
无望达成协议时考虑最佳备选方案

Part 2 Four Negotiation Skills to Master 谈判的四个重要技巧

- 6 Don't negotiate against yourself 别为难自己
- 7 Offering a choice 给对方提供选择
- 8 Never prove the other person wrong 不要试图证明别人的错误
- 9 Don't give a concession away without receiving one in return
没有回馈就不要做出让步
- 10 Establishing limits before you start your negotiation
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- 12 Not negotiating with the right person 没有找对谈判对象
- 13 Not being flexible on a position — locking on 固执己见，不会变通
- 14 Feeling helpless or powerless 感到无助或无能为力
- 15 Worrying about losing control of the negotiation 担心丧失主动权
- 16 Forgetting your goals or losing track of getting to them
遗忘目标或偏离方向
- 17 Too much worrying about the other party's feelings or goals
过多考虑对方的感受和目的

18 Mind going blank — brain freeze 大脑一片空白

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