

<<商务谈判英语>>

图书基本信息

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内容概要

商务活动离不开商务谈判，商务谈判既是商务活动的重要内容，又是商务活动的必要手段。商务谈判关系到商务活动的成败以及企业的生存和发展，成功的商务谈判可以产生出极大的经济效益和社会效益。

因此，要顺利地开展商务活动首先要能够成功地进行商务谈判。

为了使商务进展顺利，要求谈判简洁、清楚、具体、完整，才能达到预期目标。

国际商务谈判是一门综合艺术，要求谈判人员具备国际商务活动综合基本技能——国际贸易基本常识、商务文化和跨文化交际理念和技能以及必备的语言技能。

为了帮助从事国际商务谈判人员或有志于商务谈判的人士尽快熟悉和掌握运用国际商务谈判原理和技能，我们精心编写了《商务谈判英语》。

该教材将商务谈判与英语学习有机结合，便于教学和自学，具有简明、易懂、实用的特点。

可作高等院校商务英语专业学生商务英语谈判课程教材，还可供外贸工作人员、商务管理人员、外企人员以及准备参加BEC和各类商务英语考试的广大考生自学使用。

本书旨在帮助读者掌握商务谈判基本用语，熟悉各种商务谈判活动，了解商务谈判活动背景及常识、程序变换，扩充商务知识，扩大专业词汇，训练谈判基本技巧及提高谈判能力和商务谈判分析处理能力。

本教材以实用、适用为编写原则，提供各种实用商务活动内容，取材真实、内容新颖、信息丰富，有助于进行有效的谈判训练，系统地掌握各种商务活动特点及谈判技巧。

通过对本教材的学习，读者能了解和掌握国际商务谈判的基本原则和技巧，并能流利地用英语进行商务沟通、完成商务谈判。

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章节摘录

book is aiming to help you develop the negotiation skill , The first thing for negotia-tion is price-haggling. Even before you start this course , you surely have had someexperience in price-haggling on various occasions. And then the following part of thecourse will be much easier for you for certain.Haggling Is a Strategy.

Haggling is an evolving marketplace skill. In practice , it goes back centuries , to times when the vendor-cart and booths were the only sources of market trading activityand goods exchange. Today , we find that bargain hunting and sale shopping are viableadventures for discounts at retail stores; however , garage sales , auctions , flea markets , and booth sales are prime opportunities to learn the art of haggling. Haggling is often as-sociated with bantering , price debates , and auction-style environments. The (often) un-comfortable , face-to-face negotiations of pricing quickly become competitive , thrillng , and at times , risky. The lure of "the best bargain" is enticing with its accompanyinghaggling process; the strategy of haggling really is based on simple bargaining roundtablestrategies. Understanding the key components of haggling can help you build a strong set ofskills for your bargaining efforts. When you can accurately gauge the sellers "hunger , "you can gain a significant advantage. Haggling requires understanding your own motive;without your baseline , or "set point" price in mind for a particular product , youll quick-ly fall into the trap of being out-priced , or losing the item to a price you may not havehad to pay for. Buyers remorse is the worst felt when you know you could have gotten abetter price if you had just been patient , or taken different steps in your ~tL- , ~gy. Thewinning streaks will come with time , but you can best prepare by following these simplesteps to a valuable haggling strategy : Learn to bid VERY low : This is a technique that will surprise you more often than not. If you bid extremely low in some cases , the sellers may completely re-consider their first offer. Sometimes this makes them even stop and reflect; maybe theyve priced too high , and are unaware of the true value; maybe theyve overlooked something. Whatever the case may be , you can start out by completely undercutting the initial offer , giving you the chance to gauge the sale with better accuracy. Play the inspector : Make sure to touch , feel , and account for any flaws or legitimate defects on the product. This will provide you a chance for leverage so you can secure a lower price easily.

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