



Business Negotiation (6th Edition) (Business Administration Marketing Translations of classic series) (Chinese Edition)

By LUO YI LIE WEI QI . BU LU SI BA LI DENG ZHU

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Language:Chinese.Paperback. Pub Date: 2015-11-01 Pages: 524

Publisher: China Renmin University Press This book introduces

the basic principles of the negotiations. the form and process

of cross-cultural negotiations. and how to avoid conflict of

different cultures in the negotiations. It discusses the integrated

(collaborative) negotiations with the allocation formula

(competitive) negotiations were elaborated two basic

definitions. nature. characteristics. and can use a variety of

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