

《国际商务英语谈判与沟通》

图书基本信息

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内容概要

《国际商务英语谈判与沟通》是一门主要研究国际商务谈判具体过程及实务的课程，它是国际商务学科体系中一门基础课程。该课程针对国际商务谈判的特点和要求，从实践的角度，分析研究了国际商务谈判相关的国际惯例和国际商品交换过程的各种实际运作，以从事国际商务谈判的主要业务环节为主线，系统介绍了各环节的操作规程和国际惯例。全书共十四章，其内容涵盖商品销售、商品合同、项目投资以及技术转让等有关的谈判与沟通的内容与过程，主要包括：商务英语谈判与沟通的基本理论、商务谈判与沟通的形式与过程、商务谈判与沟通的策略与技巧、商务谈判中的书面沟通等。

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