

英汉对照管理袖珍手册



谈判高手

本书中的各种技巧与工具
将帮助你成为谈判高手达成
最佳交易

Patrick Forsyth 著
李小蓓 译

上海交通大学出版社

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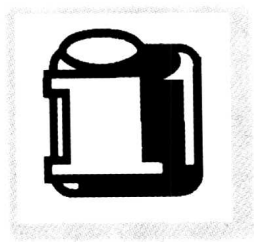
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INTRODUCTION

导 言



*When a man tells me he
is going to put all his
cards on the table, I
always look up his
sleeve.*

Lord Hore-Belisha



当一个人告诉我他要将所有的牌都摊在桌面上时，我总要检查一下他的袖子。

——Hore-Belisha 爵士

INTRODUCTION

A USEFUL SKILL



Negotiation can smooth relations. It can save you time, money, aggravation and 'face' or gain you a positive advantage.

But there is a catch (isn't there always?). Negotiation is a complex process. It involves learning some skills and some practice.

This pocketbook is designed to help you do better and achieve more in a variety of negotiating situations. I want you to buy it. You want to be a better negotiator. Buy it (and read it) and we both get what we want. Is it a deal?



导言

一个有用的技巧



谈判能够缓和关系。它能节省你的时间、金钱,避免事态恶化,保住你的“脸面”——还能为你赢得优势。

但是遇到暗礁怎么办(难道不是总有吗?)。谈判是一个复杂的过程。你需要学习一定的技巧,积累一定的经验。

本书的目的就是为了帮助你,使你在各类谈判场合下做得更好,收获更大。我想让你买这本书,你想成为一名优秀的谈判者。如果你买下它(并且阅读),我们便各取所需。这难道不是一笔好的交易吗?



⑤

INTRODUCTION

DEFINITION



Negotiation takes place when two people (or more), with differing views, come together to attempt to reach agreement on some issue. This may be a one-off event or part of an on-going relationship.

It is a form of communication known as persuasive communication. In a word, bargaining.

Persuasive communication is about getting what you want. Negotiation is about getting the best possible deal: that is, getting what you want in the best possible way.

导言 定义



当两个(或者更多)持不同观点的人聚在一起试图就某事达成协议时,谈判就产生了。这可能是一次性的事件,或持续关系的一部分。

这是交流的一种形式,被称为劝诱型交流。简言之,就是讨价还价。

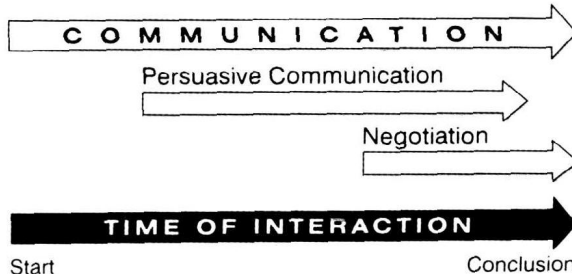
劝诱型交流的目的是要得到你所想要的。谈判的目的是要获得尽可能大的利益:即用最优的方法得到你想要的东西。

INTRODUCTION

COMMUNICATION OVERLAP

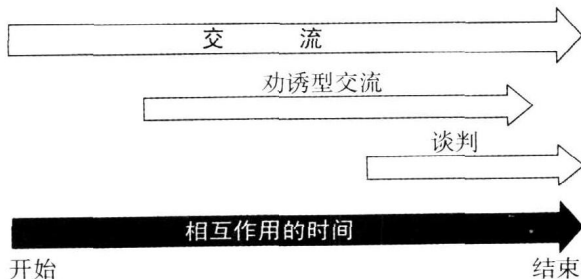


Persuasiveness and negotiation are forms of communication. Like all forms of communication, they are never as simple as they seem. To keep this clear, think of them as an overlapping process:





说服和谈判都属于交流的形式。正如其他方式的交流一样,它们决不像看上去那样简单。为了清楚起见,你可以把它们想象成一个相互叠合的过程:



INTRODUCTION

NEGOTIATION: 2 TYPES

1. DISTRIBUTIVE

Sometimes called 'win/lose' negotiation, **distributive** negotiation arises when the parties are in conflict. Each sees the objective as beating the other. This leads to negative tactics and makes confrontation more likely, with a satisfactory conclusion more difficult to obtain than in more mutually positive encounters.



导言

谈判：两种类型

1. 对抗型

对抗型谈判有时也被称为“非赢即输”的谈判，见于处于冲突状态的双方。每一方都将打败对方作为目标，相对于处于积极状态的谈判双方，这会引发消极策略的运用，并更易于引发对抗。也更难以取得一个令人满意的结果。

