

English for International Business

—— Negotiation & Communication

国际商务英语 谈判与沟通

主编 蒋 磊



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— Negotiation & Communication

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前 言

随着全球经济一体化和中国经济的快速发展,中国对外商务合作的前景日益广阔,大商务格局的经贸活动日益频繁。目前,国际谈判与沟通已成为经济活动中非常关键的一个环节,谈判与沟通也成为很多大中型企业日常工作的一部分,对谈判策略与技巧的灵活应用已成为提高企业和商品竞争力的重要因素。为了适应新的形式,满足各大专院校复合型外语人才培养以及社会各层次商务工作者的实际需要,我们编写了《国际商务英语谈判与沟通》一书。

《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,是一门实践性很强的综合性应用课程,是国际商务学科体系中的一部分基础课程,也是商务英语专业的骨干支撑课程。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,系统介绍各环节的操作规程和国际惯例。本书科学地把商务知识、谈判知识、现代沟通的内容及形式与英语语言综合技能融为一体,目的在于帮助更多的学习者通过系统的商务英语谈判的学习,掌握商务谈判的基本理论知识,借助于灵活多变的谈判技巧,熟悉各种谈判活动,了解不同商务活动的人文背景、规范以及具体操作程序,从而提高商务谈判中分析问题和处理问题的能力。基于这种理念,本教材在编写时特别注意把握好商务谈判活动主题的涵盖面、商务知识的系统性与完整性,以及语言技能与商务知识的平衡,力求体现语言技能的训练与商务知识的学习融为一体,使得学习者在英语应用能力的同时掌握商务专业知识,从而实现培养复合型人才的目标。

全书采用英文编写,旨在使学生在国际商务英语的语言环境中直接、系统地学习国际商务谈判的专业基本理论和知识,了解不同人文背景下商务活动的规范以及具体操作实务,并通过对国际商务知识的学习,强化商务英语这一专门用途英语的技能,掌握商务领域的英语术语、文体和语言特点,从而提高学习者用英语分析和处理谈判业务的能力。

教材结构安排:全书共十四章,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;商务谈判与沟通的原则;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;商务谈判中的口头沟通;商务谈判中的书面沟通;电子通信沟通;销售谈判;投资谈判;技术贸易谈判;国际商务合同谈判;商务活动中的跨文化意识;不同商业文化的谈判与沟通等。

章节体例安排:(每个章节的基本结构大致如下)

- **学习要点(Learning Goals):**每章的学习目标,简明扼要地概括本章节的知识点,使学习者在开始学习之前对本章节有一个全面的概括性了解。明确重点、难点,有的放矢地学习。

- **生词(Lead-in Words):**课文中出现的主要生词,以帮助学习者排除课文学习的困难,掌握词语的意义和用法。

- **课文:**以谈判与沟通业务环节为主线分别介绍各环节的操作规程和国际惯例,使学生在学

习完课文后能较准确地掌握有关专业术语、英语相关表达方式和专业知识。此内容均选自较为权威的书籍和刊物。

● 实践活动(Practical Activities): 包括案例分析、角色扮演、微型谈判。结合各章节的知识点,精心挑选了经典的实际案例,有助于学生将理论知识与实践相结合,能客观和理性地处理业务中的问题,从而学到“活”知识。

● 谈判秘诀(Negotiation Tips): 结合各章节要点介绍 2 至 3 个谈判小技巧。

● 拓展练习(Extended Activities): 帮助学生把所学的知识灵活地运用到实际中。每章后面都附有针对性的练习,帮助学生巩固最基本的词汇、专业术语和相关的专业知识,强化学生专业知识点的理解和运用。

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在本书编写过程中,我们参考并借鉴了国内外出版的有关书籍和资料与相关的网站资料,在此一并感谢。

由于编者水平有限,书中不足之处在所难免,敬请国内外专家、学者和广大读者批评指正。

编 者

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Part

1

ABC to Business Negotiation & Communication

Chapter 1

Fundamental Theories of Business Negotiation & Communication

Learning Goals

Upon completion of this chapter, you will be able to:

- ☞ recognize the important role of communication in business;
- ☞ identify the components and nature of communication;
- ☞ define concepts and motivation of business negotiation;
- ☞ recognize the key elements of international business negotiation;
- ☞ distinguish the major characteristics of business negotiation;
- ☞ present the different types of business negotiation.

Lead-in Words

infinite *adj.* 无限的

vital *adj.* 至关重要的, 致命的, 根本的

territory *n.* 领土, 领域

concise *adj.* 准确的, 简明的

divergent *adj.* 不同的, 有差异的, 有分歧的

confrontation *n.* 对抗, 敌对

trigger *v.* 激起, 引起, 引发

tackle *v.* 应对, 处理, 应付

option *n.* 选择

plead *v.* 请求, 恳求, 央求

bargain *v. n.* 讲价, 讨价还价

agenda *n.* 议事日程, 章程

embodiment *n.* 体现, 显现, 化身

Section I Introduction to Business Communication

As an element of human behavior, negotiation depends on communication. Communicating effectively in speaking and writing extends across all areas of business, including management, technical, clerical, and social positions. And now in the 21st century, business has become truly global and the electronic age has made possible instantaneous communication. The phenomenal growth of international business also creates the need for us to understand international

communication.

1. Business Communication & Its Nature

In general, communication is the transferring of message and understanding of meaning among people. But communication is more than just the spoken or written words. At its best it is multifaceted through which we exchange information with the world around us. We use communication skills in every aspect of our lives: at work, family and friends, even with ourselves.

As for business communication, it differs to a certain degree from other forms of communication even though they do share something in common. Sun Yao-yuan (孙耀远) explained that *international business communications mean the exchange of trading messages that relate to buying or selling, understanding or being understood, with the use of traditional or advanced technology*. Xu Xian-guang (徐宪光) in his *Business Communication* defined it as: a dynamic, multi-channeled process, which covers internal as well as external communication in a given organization. This definition has included those essential elements like dynamic, multi-channeled process in nature.

First, business communication is dynamic because it is always changing with the changing business. Every day business people from CEO to employees should take part in all kinds of business activities inside or outside the organization in an oral or written way. They communicate with different people for different reasons or purposes trying to solve all kinds of problems — some between individuals, some between the individual and the management, some between the organization and the public, and still some between organizations. Besides, from time to time, they will hold meetings or give presentations to people inside and outside the organization. Moreover, every day business people either receive or send many business letters, memos, faxes, e-mails, etc. However, we could hardly believe that business communication would involve so many aspects in its applications. All these and more have constituted nothing else but the dynamic nature of business communication.

Second, being multi-channeled is another important feature of business communication. It is highly advantageous for business people to get in touch with each other in a multi-channeled way in their daily management of business communications. Sometimes they choose the form of telephone or video conferences to discuss important issues. Still sometimes they have their activities recorded or produced on a tape or disk, so as to make it portable and convenient for promotions (like a product presentation or a TV promotion) or for distribution. When a GM (general manager) has something in his mind and he wants to discuss it with someone, he has a number of choices. He may choose a face-to-face way so as to make the talk more impressive or emphatic. He may simply pick up the phone if he wants to save time, or he may write a memo, even send either e-mails or faxes to the relevant person(s) instead.