

21世纪高校商务英语系列规划教材

International  
Business Negotiation

# 国际商务英语谈判

蒋磊 主编



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International English for Business

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# 国际商务英语谈判

第二版



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## International Business Negotiation

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## 国际商务英语谈判

## International Business Negotiation

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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,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,国际商务谈判已成为经济活动中非常关键的一个环节,是多数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。为了满足各大专院校复合型外语人才培养以及社会各阶层商务工作者的实际需要,承对外经济贸易大学出版社之邀,河南牧业经济学院、广州工商职业技术学院、华北水利水电大学、郑州师范学院等高校联合主编了这套商务英语系列教材。本套商务英语系列教材由河南牧业经济学院、广州工商职业技术学院蒋磊教授任主编,统筹策划并拟定各分册的编写提纲、审查样章、体例,终审定稿。《国际商务英语谈判》是这套商务英语系列书中的专业核心教材之一。该课程主要研究国际商务谈判的具体过程及实务,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技能综合融为一体,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、规范具体操作程序,从而提高商务谈判中分析和处理问题的能力。基于这种理念,本教材在编写设计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,力求将语言技能的训练与商务知识的学习融为一体,以期达到选用本教材的学生及相关人员在英语应用能力及商务专业知识方面均获得提高之目的,最终服务于复合型人才培养的目标。

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,强化商务英语的专业技能,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:全书共十二章,涵盖商品销售、商品合同、项目投资以及技术转让等相关的谈判内容与过程,内容主要包括:商务英语谈判的基本理论,商务谈判的原则,商务谈判的形式与过程,商务谈判的策略与技巧,销售谈判、投资谈判、技术贸易谈判、国际商务合同谈判等实务操作,以及商务活动中的跨文化意识和不同文化背景的谈判风格等。

章节体例安排:(每个章节的基本结构大致如下)

◆ 学习目标(Work Objectives):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。

◆ 案例导入 (Module I Lead-in Reading): 包含开启思路 (Opening Your Eyes)、案例讨论 (Case Discussing) 两项内容, 旨在通过与本章节主题相关的案例评析引入话题, 激发学生学习兴趣。

◆ 知识链接 (Module II Linking-up): 是各章节的核心内容, 以谈判业务环节为主线分别介绍各环节的操作规程和国际惯例, 使在学习完课文后对专业术语、英语相关表达方式和专业知识有较全面而清楚的了解, 课文内容均选自权威书籍和刊物。

◆ 相关知识注释 (Module III Notes to the Related Language Points): 挑选各章节的重要知识点, 有针对性地进行详实的解析, 力求在排除造成注解障碍的知识难点和疑点的同时, 达到拓展知识面、开阔视野的目的, 使学生在轻松愉快的语言环境中, 感受到学习的愉悦和获取新知识的成就感。

◆ 技能强化 (Module IV Building Up More Skills): 包括微型谈判赏析 (Task 1 Mini Negotiation Reading) 和模拟实训 (Task 2 Simulation Drills) 两项目标任务。其中, 模拟实训的目的在于让学生通过角色扮演, 实际体验谈判技巧。

◆ 扩展视野 (Module V Learning More): 包括熟记谈判秘诀 (Task 1 Learn Negotiation Tips by Heart) 和指导性拓展写作 (Task 2 Extending Writing Project) 两项目标任务。其中, 熟记谈判秘诀主要结合各章节的要点介绍 2~3 个谈判小技巧; 指导性拓展写作旨在通过对学生进行指导性应用写作训练, 迅速提高其应用写作能力。

◆ 充分展示才能 (Module VI Showing Your Talent Fully): 为使学生真正地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、专业术语和相关专业知识, 强化学生对专业知识点的理解和运用。

本书有以下几个特点:

1. 英语和专业知识融合一体: 本教材兼有英语语言能力与商务谈判专业知识双重教学任务。在教材安排上要给学生充足的语言材料和联系情景, 同时以清晰的专业理论讲解为基础, 使学生在掌握了理论知识的基础上, 学习词汇和句型, 力求达到学以致用目的。

2. 结构合理、体系完整: 该教材强调核心技能培养的渗透性, 按照教学流程设计编写体例, 循序渐进、潜移默化地培养学生的专业核心技能和语言实际运用能力。教学活动设计充分体现讲练结合原则、任务教学原则、师生互动原则、实践性原则。

3. 案例丰富、实践性强: 该教材突出“案例导向”和“实践导向”的编写思路。各章都有具体的案例分析和实践活动, 增强了可读性、实务性和可操作性, 从而全方位、多功能地培养学生综合素质。

4. 针对性强、适用面广: 该教材既可作为高等院校商务英语或经贸英语专业学生等复合型英语专业教材, 亦可供国际贸易、国际营销、工商管理、国际商务、国际企业管理、国际金融等专业本、专科生、非英语专业硕士研究生等专业方向的学生作为双语教材使用。该教材对相关专业的成人教育和职业培训的学生以及经贸金融界、国际商务从业人员强化国际商务英语能力需要也具有一定的借鉴价值。

5. 英语表述简明易懂、选材新颖: 每章课文后配有相关知识点的强化训练和练习并

辅以参考答案。

本书由蒋磊教授主编,李凌、尚静、温晶晶为副主编,参编人员具体分工如下:尚静,第一、二章;李凌,第三、四章;温晶晶,第五、六章;包力方,第七、八章;邢佳平,第九、十章;张雪梅,第十一、十二章。

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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, [www.moftec.gov.cn](http://www.moftec.gov.cn), [www.cietac.org.cn](http://www.cietac.org.cn), [www.iccwbo.org](http://www.iccwbo.org), [www.unctad.org](http://www.unctad.org), [www.wto.org](http://www.wto.org) 等网站的资料,以及其他商业网站和国际著名跨国公司网站的资料,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。

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编者

2014年3月

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