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Module One

前期准备

Negotiation Preparing



际商务谈判涉及的内容非常复杂,是一项艰难而繁重的工作。许多谈判失败的原因之一都是一方或另一方的准备工作不充分,因此在谈判开始之前,谈判人员充分的准备工作就显得尤为重要。为了使谈判取得有利的结果,双方的谈判人员都应该在谈判开始前做好充分的准备。

Unit 1

Making Business Investigation

第一章 商务调查



with..."同。

- DRILL 5.** A: Can you please tell me something about ABC company? We are going to negotiate with them about an export contract.
B: As far as we know, the executives of the company are very inexperienced in the business.
A: Really?
B: Yes. So I advise you to be cautious in dealing with them.
A: As this is the case, I think it is advisable for us to refrain from having relations with that company.
B: What to do is up to you.
A: Of course. Thank you, any way.

Notes: 第二句的“*As far as we know*”和第五句的“*As this is the case*”可分别译为“据我们所知”和“既然情况是这样”。这两个表达在谈判口语中用得很多,往往用来引出一个自己将要陈述的事实和将要做出的决定;“*executives*”是指“管理人员”;“*refrain from doing sth.*”是个固定表达,指“避免做某事”。

- DRILL 6.** A: Our boss was angry with Jason in the meeting, you know, the Korean sales representative.
B: Why was that? What happened?
A: When our boss asked him whether Article No. F15 sold well in the northeast market, Jason said “yes”. As a matter of fact, our boss knew that this product was not at all competitive.
B: What an embarrassing case! You know, when a Korean says “yes”, he simply means “I understand your questions”.
A: Oh yeah?
B: I think your boss should learn some related Korean culture before attending the meeting.
A: Yes, I agree with you.

Notes: “*competitive*”是指“(价格、品质等)经得起竞争,有竞争力”的意思。所以“*was not at all competitive*”指在市场上一点竞争力都没有;“*embarrassing*”指“尴尬的,令人困窘为难的”。

- DRILL 7.** A: What gifts should I take to the host when I go to dinner at his house?
B: But it's unnecessary to do that.
A: Why, we couldn't go there empty-handed, could we? I wouldn't feel right.
B: Perhaps that's your Chinese custom. Well, if you really want to give the host a present, why not give something Chinese?
A: That's a good idea.

Notes: “*feel right*”在这里的意思是说“觉得自在”。所以这一句可以翻译为“我会觉得不好意思”。

