



## Business Negotiation (6th Edition) (Business Administration Marketing Translations of classic series)(Chinese Edition)

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Publisher: China Renmin University Press This book introduces the basic principles of the negotiations. the form and process of cross-cultural negotiations. and how to avoid conflict of different cultures in the negotiations. It discusses the integrated (collaborative) negotiations with the allocation formula (competitive) negotiations were elaborated two basic definitions. nature. characteristics. and can use a variety of strategies.



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