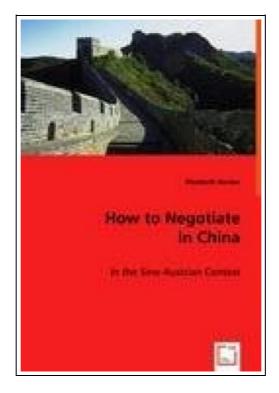
How to Negotiate in China: In the Sino-Austrian Context



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Reviews

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HOW TO NEGOTIATE IN CHINA: IN THE SINO-AUSTRIAN CONTEXT



Vdm Verlag, 2008. Taschenbuch. Condition: Neu. Neu Neuware; original eingeschweisst; Rechnung mit MwSt.; new item, still sealed; - China with its 1.3 billion potential customers is of greatinterest for companies. However, making sucesssful business thereis extremely challenging because Chinese behavior in businesssituation is so different from ours. Many foreign companies starttheir market entrance with negotiations in the sense of a deliverycontract, a Joint Venture, etc. Therefore the objective of my bookis to gain a deeper understanding of Chinese business negotiatingstyle from a socio-cultural perspective. My intention is not justto provide a guide outlining with do\\'s and dont\\'s like arecipe, but I have chosen a more complex and dynamic approach. Myassumption is that Chinese behavior in business and negotiation isinterrelated with their socio-cultural environment, such asphilosophy, mentality, guanxi, family structure and many otherfactors which will be discussed in my book. In order to worksuccessfully with the Chinese, one needs to really prepare well andunderstand the background. This book is aimed at managersinterested in the Chinese market or Austrian expatriates workingwith Chinese partners. 136 pp. Englisch.



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