



The New Rules of International Negotiation: Building Relationships, Earning Trust, and Creating Influence Around the World

Catherine Lee

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Because of the fast-changing global marketplace and growing demand for cultural solutions, successfully negotiating across borders has become a key for building business and increase revenues for most major companies. Most other countries embrace negotiating as part of their everyday activity; outside the U.S., virtually everything is negotiable.

But many U.S. business professionals lack the skills to manage an interaction, identify the other party's needs and reach an agreement that is mutually beneficial. Trying to do all that in a foreign country just makes it more difficult! The aggressive, competitive, "shoot-from-the-hip" style of many U.S. corporations is simply not appropriate to many other cultures.

The New Rules of International Negotiation addresses the commonalities, the differences and the barriers facing anyone trying to do business and negotiate with other countries. It includes detailed analyses for doing business in China, Japan, Korea, Hong Kong, Russia, India, Europe, the Eastern Bloc countries and South America.

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