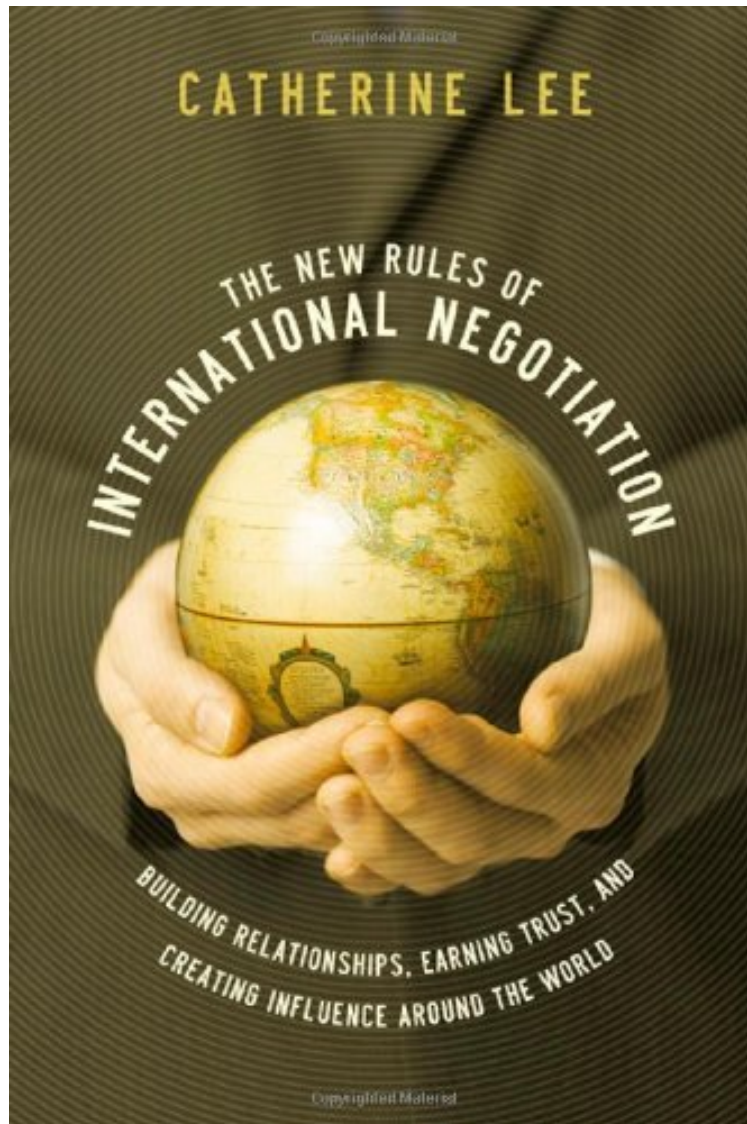


[Mobile pdf] The New Rules of International Negotiation: Building Relationships, Earning Trust, and Creating Influence Around the World

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

*Catherine Lee*

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**Catherine Lee : The New Rules of International Negotiation: Building Relationships, Earning Trust, and Creating Influence Around the World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Rules of International Negotiation: Building Relationships, Earning Trust, and Creating

## Influence Around the World:

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.

From the Back Cover "A must read for anyone operating within 'global' corporations. Catherine's insights and experiences in helping companies negotiate their way to growth around the world are second to none!"--Michael Hortie, president, Motorola Canada "Do you travel overseas in business? Does your company have partners in other countries? Do you feel sometimes confused about how to negotiate with people from other cultures? Do you teach international business? If your answer to any of these questions is YES, this book is a must for you! Comprehensive approach, first-hand experience, solid theoretical base, practical suggestions--everyone will find something valuable here." --Dr. Krzysztof Gluc, vice president, Wyzsza Szkoła Biznesu, Poland "I have personally witnessed Catherine Lee's practical wisdom and insight as she helped Motorola University prepare professionals for joint ventures in the global marketplace. This book is a compendium of invaluable advice for anyone embarking on a trans-cultural journey." --Bill Wiggenhorn, principal, Main Captiva, LLC, and founding president, Motorola University About the Author Catherine Lee is the founder and President of CDL Associates, an international training and management-development company serving major corporations in North America., the Pacific Rim, Latin America, and Europe, including Motorola and BP (AMOCO), its first two clients. She has been training businesspeople in negotiating since 1990. Lee's political involvement has required negotiations with municipalities, state and federal governments, and countless officials from other countries. She was recently named one of the most influential woman's business owners in the greater Chicago area.