



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

By Elisabeth Nocker

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 great interest for companies. However, making successful business there is extremely challenging because Chinese behavior in business situation is so different from ours. Many foreign companies start their market entrance with negotiations in the sense of a delivery contract, a Joint Venture, etc. Therefore the objective of my book is to gain a deeper understanding of Chinese business negotiating style from a socio-cultural perspective. My intention is not just to provide a guide outlining with do's and don't's like a recipe, but I have chosen a more complex and dynamic approach. My assumption is that Chinese behavior in business and negotiation is interrelated with their socio-cultural environment, such as philosophy, mentality, guanxi, family structure and many other factors which will be discussed in my book. In order to work successfully with the Chinese, one needs to really prepare well and understand the background. This book is aimed at managers interested in the Chinese market or Austrian expatriates working with Chinese partners. 136 pp. English.

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