



Cross-Cultural Business Negotiations

Donald W. Hendon, Rebecca A. Hendon, Paul Herbig

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Cross-cultural business negotiations are an important part of international business. Much business has been lost overseas due to miscalculations caused by cultural differences. Negotiating is a lengthy, difficult process by itself; but, when one adds the cultural aspect it becomes extremely intricate. Cross-cultural negotiation skills can be improved by adequate attention to details and a better understanding of the cultural heritage of the other side. This work examines cross-cultural negotiations from the point of view of a practitioner, and provides country profiles with advice on how to best negotiate with people from those countries.

International business negotiations are made more difficult by problems of communications and culture. In order to conduct business outside of one's native culture, it is necessary to understand the style and intent of the business partners, and to learn to deal with culturally based differences. In addition, communications are conducted verbally and non-verbally; therefore, it is not just a problem of language barriers. The authors show those involved in international business how to conduct their business communications successfully by seeing what is important about the transactions through eyes of another culture.

The authors are widely experienced in cultures other than that of the United States. Having lived and worked in many parts of the world in addition to the United States, the authors advise business professionals and business academicians in this work.

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