

国际商务谈判中语言运用的技巧分析

摘 要

全球国家、企业之间经济交往的日渐频繁和相互交融，国际商务谈判的地位也随之突出起来。如何获得商务谈判的胜利，让国家、企业做出最正确的决策？这不仅需要与谈判相关的专业知识，谈判各方还应不可或缺的具备扎实的语言功底和良好的语言沟通与表达的能力。语言是国际商务谈判中各方互相了解、相互合作的基础纽带，关系到谈判的成败。正因如此，在国际商务谈判中把握时机适时的运用各种语言沟通技巧，则成为谈判者们逐渐重视的问题。本文在现代国际商务谈判持续发展的背景下，分析语言技巧的重要性，强调语言技巧对于达成谈判共识的重要作用，通过强调语言技巧及怎样运用语言技巧埋下伏笔。通过对商务谈判中语言形式和运用技巧的归纳，目的是引领出国际商务谈判中语言使用的主要地位。商务谈判与国贸工作息息相关，作为一名国际经济贸易专业的学生应当在学习实践中不断积累知识，善于总结，科学、合理地运用所学知识，把握恰当时机，方能在国际商务谈判中赢得尊重与利益。

关键词：国际商务谈判；语言技巧；原则

ABSTRACT

With the increasingly frequent economic exchanges and mutual integration between countries and enterprises, the status of international business negotiation has become prominent. How to win the business negotiation and let the country and enterprise make the most correct decision? This requires not only professional knowledge related to negotiation, but also solid language skills and good language communication and expression ability. Language is the basic link for all parties to understand and cooperate with each other in international business negotiation, which is related to the success or failure of negotiation. Because of this, it has become an important issue for negotiators to grasp the opportunity and use various language communication skills in international business negotiations. Under the background of the sustainable development of modern international business negotiation, this paper analyzes the importance of language skills, emphasizes the important role of language skills in reaching a consensus in negotiation, and foreshadows by emphasizing language skills and how to use them. Through the induction of language forms and application skills in business negotiations, the purpose is to lead the main position of language use in international business negotiations. Business negotiation is closely related to the work of international trade. As a student majoring in international economy and trade, he / she should accumulate knowledge constantly in learning and practice, be good at summarizing, scientifically and reasonably use the knowledge learned, and grasp the appropriate opportunity, so as to win respect and benefit in international business negotiation.

Keywords: international business negotiation; language skills; principle

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