



# Cross-Cultural Business Negotiations

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

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**Cross-Cultural Business Negotiations** By Donald W. Hendon, Rebecca A. Hendon, Paul Herbig

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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## **Cross-Cultural Business Negotiations** By Donald W. Hendon, Rebecca A. Hendon, Paul Herbig **Bibliography**

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### Review

..."a practical reference on how to conduct business in different cultures around the world....that is user-friendly, practical and full of common sense....[T]his book is a welcome addition to the growing literature in the field of international business negotiation....The book provides valuable insight to understanding negotiations in a cross-cultural context and should be consulted by business executives entering the global marketplace. It is also recommended reading to undergraduate and graduate students specializing in international business."-Journal of International Consumer Marketing

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### From the Back Cover

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### About the Author

DONALD W. HENDON is President of Business Consultants International, a management consulting and training firm. Dr. Hendon has been a Professor of Marketing at several universities in the United States, Canada, Australia, and Mexico for over 26 years, and has published several books, including *Classic Failures in Product Marketing* (Quorum, 1989).

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