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give some advice on successful negotiation with foreign

businessmen. First, language is very important. Today English is the

international language of business and trade. Therefore, having a

basic knowledge of business and trade terminology in English is

helpful in actual business negotiations. Second, understanding other

cultures is also important. We should be aware of different styles of

communication according to different cultures. We should not

impose our values and norms upon other people, but give due

respect for cultural differences. Third, straightforwardness is

important, too. Indirect communication is often considered as

dishonest and tactical. Straightforward communication will serve as a

useful basis of successful business transactions. 相关推荐：#0000ff>

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