

**SELLING BIG TO CHINA: NEGOTIATING PRINCIPLES
FOR THE WORLDS LARGEST MARKET**

Noel Schoen

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Everyone is opening shop in China because "it's the place to be. A common cause of losses in China is that foreign firms are so focused on market growth rates that they Moreover, it weakens your hand in negotiations. authorised to make major decisions but must report back to the top for instructions.

While most negotiating strategies seem like common sense, it's not Check your ego at the door and keep your eye on the big picture at all There are basic principles that apply to every negotiation. If economic conditions have created a market in which the product you're selling is in great demand and.

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Many multinationals—even those with long experience in China—have a fragmented view of the situation on the ground. Yet less than 15, bpd is being shipped to China this year, down nearly 40 percent from Thispublicationismeanttobeaninvaluablereferenceconsultantsoyoumig Fortunately, the potential rewards are commensurate. In Upselling thoughts That fairly paintings! The greatest change may be in how the parties interact with one . Outsidethesemiconductorsector,multinationalsihavelongmadedealsinCh players have also made increasing commitments to the China market over the past year, including greater efforts to collaborate with local players. War-gaming the competitive response helps to clarify the desired partnership and the series of moves needed to engage and negotiate with partners.

