

Crossroad Culture

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Why Dutch Cows Do Not Speak Chinglish

跨文化商务交际中的谈判实践

Negotiation Practices In Intercultural Business Communication

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Drs. Mariska Stevens

Speciaal gesigeneerde versie:

Why Dutch cows do not speak Chinglish?

荷兰奶牛为什么不说中式英文?

The Essence of Chinese Dutch Business Communication Negotiation Practices in Intercultural Business Communication

Contemporary economic and business communication have become increasingly global, dynamic and fast changing. The obstacles Chinese entrepreneurs encounter in the business culture of The Netherlands are an example for problems Chinese entrepreneurs face when entering the European market. This includes problems faced by non-Chinese entrepreneurs in communicating with Chinese.

当代的经济与商务交际正日益全球化、充满活力并瞬息万变。在中国企业家进入欧洲市场要面对的众多困难中，他们在荷兰商务文化方面遭遇的障碍只能算是其中一例。

The title of this book refers to the uneasy, sometimes difficult, but also heartwarming and funny communication styles between the

Dutch, European and Chinese business worlds.

书名指的是荷兰、欧洲与中国商界之间的交际风格，时而让人拘束不安，时而困难重重，但同时也能暖人心房，令人愉悦。

The book outlines a theoretical and practical approach towards styles of negotiation, and ways to approach Dutch, and in a larger context, European entrepreneurs.

本书概述了谈判风格的理论与实践方法，并介绍了如何与荷兰人进行接洽，从更大范围来说，如何与欧洲企业家进行接洽。

Drs. Mariska Stevens has 35 years of experience in inter cultural communication support. She is owner and director of Crossroad Culture research and training agency and advises various government, non-government institutions and businesses on economic policy agenda's and social cooperate responsibility. Mariska Stevens (玛利思加·史蒂芬斯) 博士在跨文化交际领域拥有 35 年的实践支持经验。她拥有自己的跨文化研究与培训机构，同时兼任着多家政府、非政府机构及企业在经济政策议程与社会合作方面的顾问。

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