

International Negotiation in China and India

A Comparison of the Emerging Business Giants

Rajesh Kumar and Verner Worm

In recent years China and India have captured the world's imagination and many foreign investors are now seeking to capitalize on opportunities in these countries. Yet, negotiation in India and China poses its own set of challenges for foreign investors and they will need to be shrewd, patient, and exercise perseverance if they are to succeed in these markets. The authors highlight the key differences between the two societies and show how these differences affect the negotiating style in each culture. The two countries differ in many respects. China is a Confucian based society while India's cultural legacy is that of Hinduism. China is an authoritarian state while India is democratic. China was never subject to foreign domination of the sort that India experienced. These differences have had a profound impact on their negotiating style and this book analyses the key aspects of such a style and the most appropriate strategies for negotiating in these environments.

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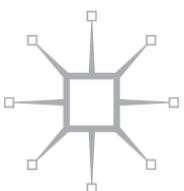
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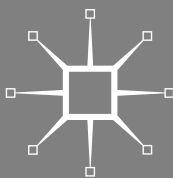
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