



Selling Big to China: Negotiating Principles for the World's Largest Market

Morry Morgan

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This book is a complete sales and negotiating guide for mainland China and includes practical and measurable techniques that have been tested and proven to work with Fortune 500 companies operating in the 'Middle Kingdom'. It is divided into four main areas:

- The Knowledge
- The Sales Call
- The Negotiation
- The Maintenance

The book is the result of my 8 years of training in sales and negotiation skills across mainland China, as well as running a multi-city, multicultural company in the 'World's Most Stressful Country' (according to Newsweek). The book includes a collection of anecdotes from this experience, as well as case studies developed by working closely with leading companies in China. Some of these companies include Rockwell Automation, Microsoft, Thomson, SAP, and NBC.

Sales and negotiating is not easy, particularly when done in a country with completely new values and rules of engagement. The purpose of this book is to lay the rules out clearly, and provide the reader with an easy to understand strategy to doing business in mainland China.

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