

ABSTRACT

More than ever Americans are expanding into the global markets, thus negotiation skills with Americans become more important and research on business negotiation needs to provide more in-depth knowledge for scholars and negotiators. Many negotiation papers have been conducted investigating the impact of culture on negotiation, but they have not taken deep consideration in any specific country and only on the aspect of negotiation in general. Moreover, it is necessary that the negotiators must be self-aware their negotiation styles. This paper examines how cultural values play a role in the shaping of American negotiation styles. First, the concepts of cultural values and negotiation styles in general are explained, and the specific values and negotiation styles of the U.S are introduced. Next, the influence of cultural values on negotiation styles is discussed. The important factors of the negotiation process are considered the basis to find out the influences. It explains how negotiation styles and cultural differences can lead to unfavorable outcomes and cause the misunderstandings for the international partners. Therefore, the implications for both American and international negotiators are introduced to help the negotiators to identify their culture differences and have suitable strategies for the success of the negotiation.