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Typical errors of Westerners

[Bee Chen Goh](#), *Southern Cross University*

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Abstract

It's no longer rare for negotiators based in a Western cultu
applying Western concepts to find themselves in dealings
from a very different cultural frame of reference. Goh, a Cl
professor working in Australia, deconstructs the typical er
unfamiliar with Chinese culture can be expected to make. `
read in conjunction with Kelly's chapter on negotiating with
together, they can provide you with a fast tour that will pro
what you might encounter in still other cultures.



**Dr Alessandro
Pelizzon**



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