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Creative Solutions to Global Business Negotiations

Second Edition

Claude Cellich • Subhash C. Jain

Making deals globally is a fact of life in modern business. To successfully conduct deals abroad, executives like you need skills to negotiate with counterparts who have different backgrounds and experiences.

This book gives you and other international executives the savvy you need to negotiate with finesse and ease. It offers valuable insights into the fine points of negotiating and guidelines on delicate issues that can influence a promising deal. The book is divided into five parts: Global business negotiations framework; the role of culture in negotiations and on choosing an appropriate negotiation style; the negotiation process; negotiation tools, such as communication skills and the role of power in negotiations; and miscellaneous topics such as negotiating on the Internet, gender issue in global negotiations, how small firms can effectively negotiate with large firms, negotiating intangibles, managing negotiating teams, developing an organizational negotiation capability and negotiating via interpreters. Clear and comprehensive, the authors outline the hallmarks of strengthening and maintaining a strong bargaining position for negotiating deals even under adverse conditions.

Claude Cellich is vice president of external relations at the International University in Geneva, Switzerland, and visiting professor of cross-cultural business negotiations at the University of Economics in Prague and a professor of cross-cultural business negotiations. Prior to joining academia, he held diplomatic positions with the International Trade Centre (ITC), a joint agency of the United Nations and the World Trade Organization (WTO), where he spent several years in India managing export promotion projects. He holds graduate degrees in economics and business administration from the University of Detroit and is the recipient of the 75th Anniversary Medal of Excellence from the Helsinki School of Economics.

Subhash C. Jain is currently Professor Emeritus at the University of Connecticut. He was a professor of international marketing, director of the Center for International Business Education and Research (CIBER), and director of the GE Global Learning Center (GEGLC) at the University of Connecticut School of Business. He has offered seminars for the International Trade Center (WTO/UNCTAD) in Geneva, and served as a visiting faculty at the Graduate School of Business Administration Zurich in their executive MBA program and the International University in Geneva.

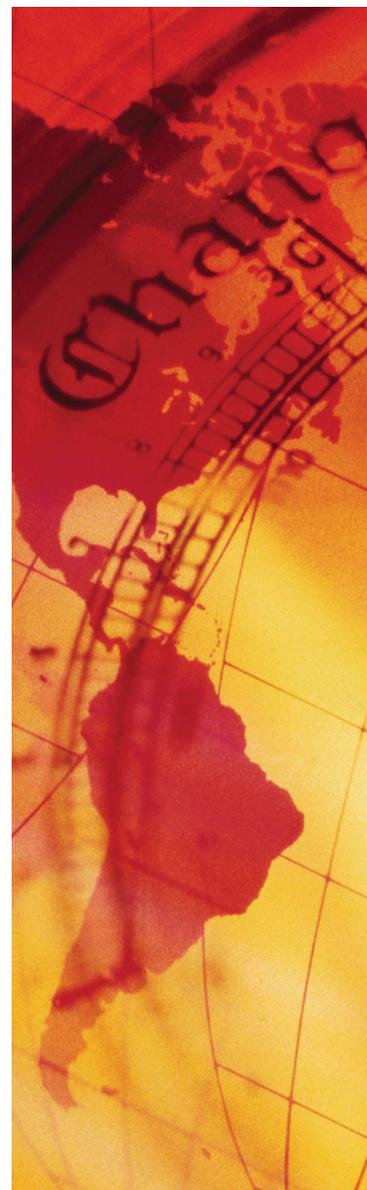
INTERNATIONAL BUSINESS COLLECTION

S. Tamer Cavusgil • Michael R. Czinkota • Gary Knight
Editors



CELICH • JAIN

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