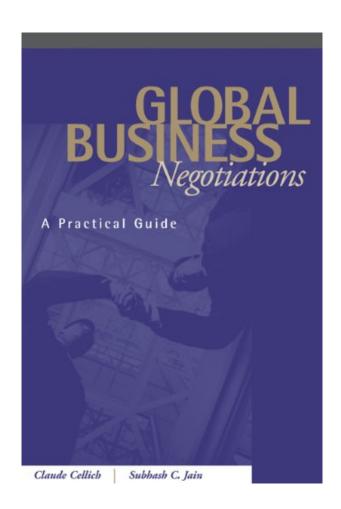
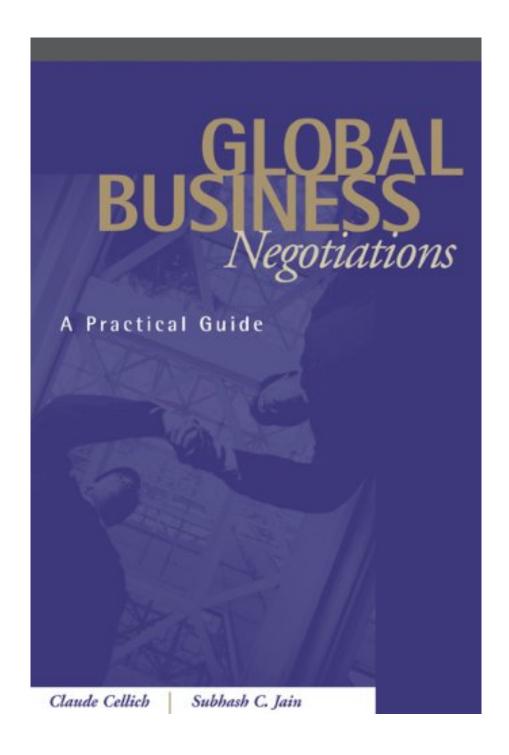
GLOBAL BUSINESS NEGOTIATIONS: A PRACTICAL GUIDE BY CLAUDE CELLICH, SUBHASH JAIN



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Review

In my 35 years in international business I have made, or have witnesses, many a faux pas when conducting cross-cultural negotiations. Global Business Negotiations seems to capture all of them, and more. It is a very practical guide as to how to anticipate problems and avoid them. I would have benefited greatly from this guide years ago.

Cellich and Jain have provided a practical guide to success in international business negotiations. They rightly identify communication as the core of negotiations, providing a series of practical exercises to guide would-be negotiators in the maze of multi-culturalism, which characterizes international supply chains. This useful book will assist business entrepreneurs from emerging markets or from small and medium scall enterprises to tackle the challenges of successful participation in the international economy.

Global Business Negotiations is an essential book for all global business practitioners as well as for those aspiring to a career in international business. It captures both the challenge and excitement of this important activity, as well as giving page after page of real world advice and examples.

In Global Business Negotiations: A Practical Guide, negotiating is brought back to its essentials: the dos and don'ts of preparations, knowledge, and skills. This book certainly deserves reading from those interested, involved, or responsible for negotiations of any kind.

Cellich and Jain bring a holistic view on negotiating in today's business environment, and they provide detailed as well as actionable ideas about how to lead successful negotiations. Their emphasis on the role of culture and the importance of communication skills makes their book a great read for managers who want to develop their skills and make their organizations more efficient.

About the Author

Dr. Claude Cellich is currently the Vice President of International University in Geneva. He is on the Editorial Board of the International Business Review and the Journal of Teaching International Business. He is the recipient of the 75th Anniversary Medal for Excellence from the Helsinki School of Economics, University of Helsinki.

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This practical, insightful book provides effective strategies and systematic approaches to improve the results of international negotiations. Focusing on negotiating with developing countries, Cellich and Jain review the basic influence techniques used by international negotiators, how to identify them, and how to thwart them. Professionals will learn to establish a framework for observing, evaluating, planning, and improving future negotiations with Global Business Negotiations: A Practical Guide.

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6 of 6 people found the following review helpful.

A wealth of logical strategies and systematic approaches

By Midwest Book Review

Co-written by award-winning economist Dr. Claude Cellich (International University in Geneva) and Marketing professor Dr. Subhash Jain (University of Connecticut), Global Business Negotiations: A Practical Guide offers the reader a wealth of logical strategies and systematic approaches to improve international negotiations; deal with cultural barriers; resolve marketplace disputes; and come to lasting agreements in an increasingly competitive global economy. Individual chapters knowledgeably address negotiations planning, communication skills, negotiating on the Internet, and a great deal more. Global Business Negotiations is strongly recommended reading for anyone involved with any aspect of the international business community.

1 of 1 people found the following review helpful.

Practical, cuts the sophisticated academics.

By Carlos E. Teisser

This is a very practical book, I teach the course on intercultural negotiations, and believe me this book covers most of the important material in this matter. It cuts the long and boring academic parts that students at the MBA don't like, and goes directly to "hands on the action", the practical and useful issues.

Not the dream book for this topic, but the best that is avaliable.

0 of 0 people found the following review helpful.

Good book on culture difference

By Donald Hsu

in negotiations. I use this book for a college course. Five negotiation styles: Dogder, Dreamer, Haggler, Competitor and Problem Solver, are interesting exercises. Chapter 12 provided the contrast on the negotiation style of Chinese, European, Middle Eastern and Latin American.

Most of the other chapters are not globally related. It is the same theory as other negotiation books.

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