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Sommario/riassunto	“This books presents a case study of Chrysler, Fiat and government; but offers much more. Focusing on the automotive industry, the author emphasises the importance of context. Gone are the days of zero-sum game mentality. This is the important message that Caputo sends in his brilliant book: we can all be winners. A must-read for all entrepreneurs as well as corporate negotiators, policy-makers, bankers and lawyers.” (Léo-Paul Dana, Professor, Professor, Montpellier Business School, France and Marie Curie Fellow, Princeton University, USA) “Andrea Caputo offers a forward-thinking framework for negotiations that has practical and theoretical implications for progression within the field. This is a must read for managers and academics!” (Diane H. B. Welsh,

Hayes Distinguished Professor of Entrepreneurship and Founding Director of the Entrepreneurship Programs, UNC Greensboro, USA) “Shedding light on the strategy and behaviour of human negotiation, the author reveals his wisdom in developing a new methodology and practical framework for application in the automotive industry. Powerfully and efficiently argued, the theory in this book makes for an enjoyable and interactive read.” (Marina Dabi, Professor, Nottingham Trent University, UK and University of Zagreb, Croatia) “Gone are the days of zero-sum game mentality. This is the important message that Caputo sends in his brilliant book: we can all be winners. A must-read for all entrepreneurs as well as corporate negotiators, policy-makers, bankers and lawyers.” (Léo-Paul Dana, Professor, Montpellier Business School, France) “Caputo offers a forward-thinking framework for negotiations that has practical and theoretical implications for progression within the field. This is a must-read for both managers and academics!” (Diane H. B. Welsh, Hayes Distinguished Professor of Entrepreneurship and Founding Director of the Entrepreneurship Programs, UNC Greensboro, USA) “Exploring the concept of win-win agreements, this book analyses how they pose an important challenge for entrepreneurs, managers and advisors involved in complex negotiations among firms. Providing an overview and discussion of existing literature, the author further develops a theoretical framework for analysing corporate negotiations, and illustrates how this can be implemented in real-life situations. This book presents an empirical case study from the automotive industry and analyses the negotiation between Fiat Chrysler in 2009, offering practical strategies for those involved in corporate negotiations. Presenting how win-win agreements can improve competitive advantage, this book will be an invaluable read for practitioners and scholars alike.”.
