

1. Record Nr.	UNINA9910337821203321
Autore	Caputo Andrea
Titolo	Strategic Corporate Negotiations : A Framework for Win-Win Agreements / / by Andrea Caputo
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Pivot, , 2019
ISBN	9783030154790 3030154793
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (132 pages)
Disciplina	658.4052
Soggetti	Strategic planning Leadership Entrepreneurship New business enterprises Automobile industry and trade Corporate governance Business Strategy and Leadership Automotive Industry Corporate Governance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. A Theoretical Framework for Negotiation -- 2. Multilateral Negotiations -- 3. Contextualizing Negotiation in Strategy -- 4. Cooperation in the Automotive Industry Prior to the 2009 Fiat-Chrysler Agreement -- 5. Case Study: The Fiat-Chrysler Negotiation in 2009 -- 6. Conclusions.
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."

---