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Nota di contenuto	Introduction to the negotiations. Negotiations: definition and delimitation ; Competencies and characteristics for negotiations ; Negotiations as part of the corporate strategy ; Negotiations in an international and intercultural context ; The win-win illusion in negotiations ; Negotiations in different cultures ; Negotiations in business: buyer-seller relations ; Interviews as negotiations ; Negotiations in the political arena and with non-profit organisations – Negotiation concepts. Gap between practice and theory ; Negotiation concept according to Harvard ; Schraner's negotiation concept: negotiations for difficult cases ; Negotiation concept A-6 according to Dr. Marc Helmond ; Differences and characteristics of the three concepts – Preparation and conduct of negotiations. Are there mutual interests? ; The zone of possible agreement: zone of mutual agreement (ZomA) and successful tips for identifying a margin of mutual agreement – Six steps to negotiation success: the A-6 model for negotiations. Six steps to successful negotiation ; Step 1 (A-1): analysis

of the negotiating partners and determination of the starting position ; Step 2 (A-2): selection of appropriate strategies and tactics ; Step 3 (A-3): structure and argumentation of the negotiations ; Step 4 (A-4): conducting the negotiations (negotiations management) ; Step 5 (A-5): defending counter-arguments and fighting resistance ; Step 6 (A-6): shaping the results of negotiations and respecting agreements ; Recommendations for the effective implementation of the A-6 negotiation model – Appropriate tools for negotiation success. The five forces analysis (Porter's five forces) ; The SWOT analysis ; Monetary risks and opportunities (ROP analysis) ; Profitability analysis and improvement (MEP) ; 5F-concept ; Recommendations for the use of appropriate tools – Nonverbal communication in negotiations. Nonverbal communication ; Positive and negative signals ; Signals of the body posture ; Facial expressions: what do facial expressions and eyes reveal? ; Recommendations: analysis and response to non-verbal communication – Negotiations in different countries. Structure and examples ; Negotiations in Germany ; Negotiations in France ; Negotiations in China ; Negotiations in the United States ; Negotiations in Japan ; Negotiations in India ; Negotiations in Russia ; Negotiations in the United Kingdom ; Negotiations in Denmark ; Negotiations in Italy ; Negotiations in the Netherlands ; Negotiations in Brazil ; Negotiations in Saudi Arabia and Arab countries ; Summary of country examples – Negotiations in the event of performance disruptions: demand management. Performance disruptions and subsequent claims management ; Demand manager (contract manager) Phases in subsequent claims management ; Recommendations for the management of subsequent claims – Negotiations in the event of financial difficulties. Signs of financial difficulties ; Recommendations for the elimination of financial difficulties – Negotiations of complex projects. Definition and characteristics of projects ; Critical success factors in projects ; Recommendations for project negotiations – Negotiations in the service sector. Characteristics of service – Summary and recommendations for negotiation success. Preparation and analysis as a prerequisite for negotiation success ; Key competences for international and intercultural negotiations ; Success factors for a breakthrough in negotiations ; Success factors for international negotiations – Suitable tools and attachments.

Sommario/riassunto

"This book provides a valuable overview of concrete negotiations in industry and business and shows ways to achieve successful negotiation breakthroughs. It brings together the aspects of negotiation preparation, negotiation execution, negotiation psychology, and negotiation success that have often been perceived separately until now. The authors provide helpful recommendations for effectively taking into account intercultural elements as well. This book is particularly interesting for employees in development, quality management, purchasing, production, marketing and sales who negotiate prices, performance characteristics of products and services and quality characteristics with customers or suppliers. In addition to the structured six-step approach, psychological and nonverbal tools are also explained in a practical and clear manner, leading negotiators to a successful negotiation conclusion. This book is a translation of the original German 1st edition *Erfolgreiche Verhandlungen* by Marc Helmold, Florian Hummel and Tracy Dathe published by Springer Fachmedien Wiesbaden GmbH, ein Teil von Springer Nature in 2019. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation. Springer

Nature works continuously to further the development of tools for the production of books and on the related technologies to support the authors. From the Contents: Negotiation concepts Negotiation management and preparation Negotiation tools Analysis techniques of nonverbal communication Negotiations in an international context Negotiations in financial difficulties and threatened insolvency Negotiations in complex projects The Authors: Prof. Dr. Marc Helmold and Prof. Florian Hummel teach at the IUBH in Berlin. Dr. Tracy Dathe works as a management consultant and teaches as a freelance lecturer at various universities. The authors have gained profound experience in top positions of international companies in Germany and abroad." -- Publisher's description.
