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| Autore | Bond Robert (Robert T. J.) |
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| Soggetti | Negotiation in business Acquisition of computer software - Management Requests for proposals (Public contracts) |
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| Nota di contenuto | Acknowledgements; Author; Preface; Contents; 1. Understanding negotiating principles; 2. Preparing for negotiation; 3. Memoranda of Understanding and Heads Agreement; 4. Getting the content right; 5. Overcoming classic obstacles and obstructions; 6. Tactics of customers; 7. Further customers negotiating tactics; 8. Creative problem solving; 9. The use of non-verbals in negotiation; appendices; Appendix A Case study; Appendix B Heads of Agreement for software distribution; Appendix C Multimedia product licence and distribution agreement; Appendix D Software Escrow agreement (multiple licensee) Appendix E Patent licence Appendix F Non-disclosure undertaking; Appendix G Confidentiality letter; Appendix H Confidentiality and non-disclosure agreement; Appendix I Disputes and law; Appendix J Sample Invitation to Tender (ITT); Glossary; Recommended reading |
| Sommario/riassunto | What does negotiating in the hi-tech sector involve? The hi-tech sector is different. Commercial negotiations tend to cover all aspects of the transaction, not just issues such as price, performance and deadlines. The high value attributable to the intellectual property element of technology transfer transactions adds an additional dimension. The sheer internationalism of sectors such as information technology, telecommunications, biotech and pharmaceutical technology increase |

the complexity of the cultural and legal issues that are relevant to the negotiator. How will this Report help your bu
