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Nota di contenuto	System of Negotiations -- Purchasing Negotiations under Competitive Conditions and with Monopolists -- Prospects and Areas of Application -- New Opportunities through Digitalization -- Glossary.
Sommario/riassunto	This book presents criteria and recommendations for successful negotiations. The System of Negotiations, which was developed on a scientific basis for this purpose, clearly illustrates the most important steps, tools and applications. By using game theory and behavioral economics, the success of negotiations in purchasing can be systematically maximized. At the same time, transparency and fairness offer a high level of acceptance among negotiating partners. To this end, numerous practical examples are used to show how contracts can be awarded in the event of competition between suppliers, and how various auction formats and differentiated communication can be used to achieve optimal savings potential. The content System of Negotiations Purchasing negotiations under competitive conditions and with monopolists Perspectives and areas of application New opportunities through digitalization Glossary The authors René

Schumann is the founder and CEO of the Negotiation Advisory Group. He has many years of experience in purchasing negotiations in the automotive sector and in management consulting. Stefan Oswald is founder and CEO of the Negotiation Advisory Group. He gained his numerous experiences in game theory in strategic material purchasing at Daimler AG, among others. Dr. Philippe Gillen is responsible for the topic of Data Science and its application in negotiations at the Negotiation Advisory Group. This book is a translation of an original German edition. 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.
