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Siciliano, Pietro
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Sommario/riassunto

When reading this book you will be familiar with strategies, stories, facts, and tools that intelligent international negotiators use in order to succeed in their negotiations worldwide. The unique integrative cross-cultural approach to negotiating provided by this book will help you to have a different and innovative perception of what negotiating means today. Businesspeople negotiate every day, everywhere around the world. Some are more culturally aware and some are much less. Some forget that negotiation is, first of all, a human interaction. Some still think that negotiation rhymes with competition. But after reading this book, you will approach negotiation from another perspective. More human, more pleasant, and more effective. The Intelligent International Negotiator is a ready-to-use book that you will read and digest very quickly, with inputs you will use immediately.
