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Sanction-Free Future and Conclusion; References; Appendix; Chapter 4 The Automotive Industry in Iran: A Critical Analysis; 4.1 Industry Profile; 4.1.1 Regional Developments and Conflicts; 4.1.2 Auto Industry Developments and Trends; 4.1.3 Automotive Market Trends and Forecasts; 4.2 The Impact of Sanctions; 4.3 Developing the Retail Operation
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5.5 Conclusion References; Part II: Nuclear Negotiations and Aftermath; Chapter 6 Economic Incentives and Pressure in Nuclear Negotiations with Iran; 6.1 Introduction; 6.2 Coercive Negotiations; 6.3 Iran's and U. S. Interests; 6.4 Iran: Advantages of a Deal; 6.4.1 "Narrow" Deal/No Regime Change; 6.4.2 Lifting of Sanctions; 6.4.3 Participation in "Big Science" Projects; 6.4.4 Credibility of the "Value-Enhancing" Options; 6.5 Iran's BATNA; 6.6 U.S. BATNA; 6.7 Conclusion; References; Chapter 7 Iran and the West: A Nuclear Settlement and Its Aftermath; 7.1 Introduction
7.2 Anti-Westernism in Iranian Revolution

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Iran's potential as a key player in the region's economic, political and technological development is largely unrealized. This book provides its readers with a fuller understanding of the economic complexities of the present and the promise of a future rebirth in an important country, perhaps the last emerging market.

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