Reiter

Managing Negotiations

A Casebook

Managing Negotiations is a collection of seven global, real-life case studies on prominent negotiations in the realm of international business and politics. The book combines the rigorously researched frameworks of academia with the real-world challenges of negotiations. The cases combine scientific negotiation management practices as well as theories with real-world examples that demonstrate how to conduct successful negotiations and which prominent pitfalls to avoid. The topics discussed reach from mergers & acquisitions, collective bargaining, international diplomatic treaties to international free trade agreements. Each case study starts with an overview comprising three key objectives and ends with the key learnings as well as reflective questions for class discussion. This casebook can be used as recommended reading on Negotiation and Strategic Management courses at postgraduate, MBA and Executive Education level and serves as a guide for practitioners responsible for contract management, negotiation and procurement.

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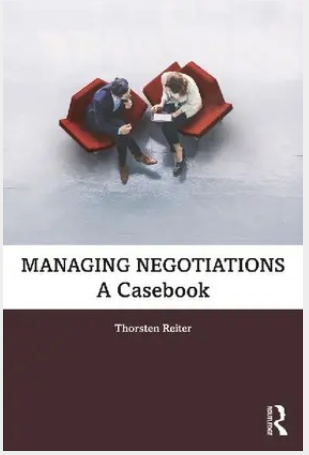

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