

Strategic Negotiation in Business and Management

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STRATEGIC NEGOTIATION IN BUSINESS AND MANAGEMENT



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GRIN Verlag Mai 2012, 2012. Taschenbuch. Book Condition: Neu. 210x149x3 mm. This item is printed on demand - Print on Demand Neuware -Scholarly Essay from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: -, The University of Surrey (School of Management), language: English, abstract: Examination and evaluation of a business negotiation and a negotiation in a private environment (case study)This assignment evaluates two negotiation cases. Please note the cases are theoretical nature, any resemblance to living persons and real actions are purely coincidental. The first case takes place in a private environment, the second in a business environment. The evaluation of each case is based on the four phases of negotiation and describes the preparation for, strategy during and process of the negotiation. The basic theory of negotiation to which the individual cases refer is described. Detailed aspects of the theories and approaches are given in the cases as appropriate.Do s and don ts of behaviour in cross-border negotiations will be also discussed.ABOUT THE AUTHORMarkus Baum is Group Finance Director at a management consulting firm with focus on business strategy, supply chain management (SCM), manufacturing & logistics, sourcing & purchasing, marketing & sales, financial management and information technology (IT-strategy). The company has subsidiaries in Germany, Switzerland, Belgian, France, United Kingdom and Russia.Markus Baum earned a MBA with distinction from the University of Surrey (UK), is an international certified accountant, has and graduation in accounting & controlling and an apprenticeship as tax adviser assistant. Markus Baum is a member of the International Controlling Association. 44 pp. Englisch.

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