

The 4ps Framework: Advanced Negotiation and Influence Strategies for Global Effectiveness (Paperback)



Filesize: 1.35 MB

Reviews

A must buy book if you need to adding benefit. I could possibly comprehended every little thing using this created e publication. I found out this book from my dad and i encouraged this pdf to understand.

(Georgianna Gerlach)

THE 4PS FRAMEWORK: ADVANCED NEGOTIATION AND INFLUENCE STRATEGIES FOR GLOBAL EFFECTIVENESS (PAPERBACK)



To download **The 4ps Framework: Advanced Negotiation and Influence Strategies for Global Effectiveness (Paperback)** eBook, please access the link beneath and download the file or get access to additional information which are relevant to THE 4PS FRAMEWORK: ADVANCED NEGOTIATION AND INFLUENCE STRATEGIES FOR GLOBAL EFFECTIVENESS (PAPERBACK) ebook.

Createspace, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.The book provides a practical and innovative framework for negotiating deals and leading organizations in a multicultural business environment. The 4Ps Framework: Advanced Negotiation and Influence Strategies for Global Effectiveness is about becoming better negotiators and leaders in a global setting. The book is intended for managers, graduates, and business students who are already, or expect to be, negotiating and influencing across cultures. The rationale behind this book is the author's dissatisfaction with the current literature on international negotiation and influence. Present research in cross-cultural management, communication, negotiation, leadership, and influence, doesn't apply to real-world situations. And this is for seven main reasons: Reason 1: US bias in current research. More than 90% of research on negotiation and influence is based on less than 10% of humankind. Western, and above all US, ethnocentrism confines and biases our understanding of negotiation and influence elements and processes. Reason 2: Theories based on rational negotiators. Most negotiation and influence models are based on the expected utility theory, fabricated on negotiators acting as rational players, and game theory frameworks. Reason 3: The use of nations as units for studying cultures. Most cross-cultural negotiation and influence books still adopt the term culture as a synonym of nation. Nations are not the best entities for studying cultures. Geographic boundaries are often just artificial and unnatural divisions. Nationality and culture are connected, but any generalization must take into account within-nation variances. Reason 4: Abuse of the notion of culture in explaining international negotiation failures and cross-cultural communication misunderstandings. Many scholars agree that culture is just an artificial, abstract, and purely analytic concept. The problem is that culture is often adopted as a justification...



[Read The 4ps Framework: Advanced Negotiation and Influence Strategies for Global Effectiveness \(Paperback\) Online](#)



[Download PDF The 4ps Framework: Advanced Negotiation and Influence Strategies for Global Effectiveness \(Paperback\)](#)

Other Kindle Books



[PDF] The Stories Mother Nature Told Her Children (Paperback)

Click the web link beneath to read "The Stories Mother Nature Told Her Children (Paperback)" document.

[Save Book »](#)



[PDF] The Poor Man and His Princess (Paperback)

Click the web link beneath to read "The Poor Man and His Princess (Paperback)" document.

[Save Book »](#)



[PDF] Coralie (Paperback)

Click the web link beneath to read "Coralie (Paperback)" document.

[Save Book »](#)



[PDF] The Range Dwellers (Paperback)

Click the web link beneath to read "The Range Dwellers (Paperback)" document.

[Save Book »](#)



[PDF] Finally Free (Paperback)

Click the web link beneath to read "Finally Free (Paperback)" document.

[Save Book »](#)



[PDF] I Wish My Teacher Knew: How One Question Can Change Everything for Our Kids (Hardback)

Click the web link beneath to read "I Wish My Teacher Knew: How One Question Can Change Everything for Our Kids (Hardback)" document.

[Save Book »](#)