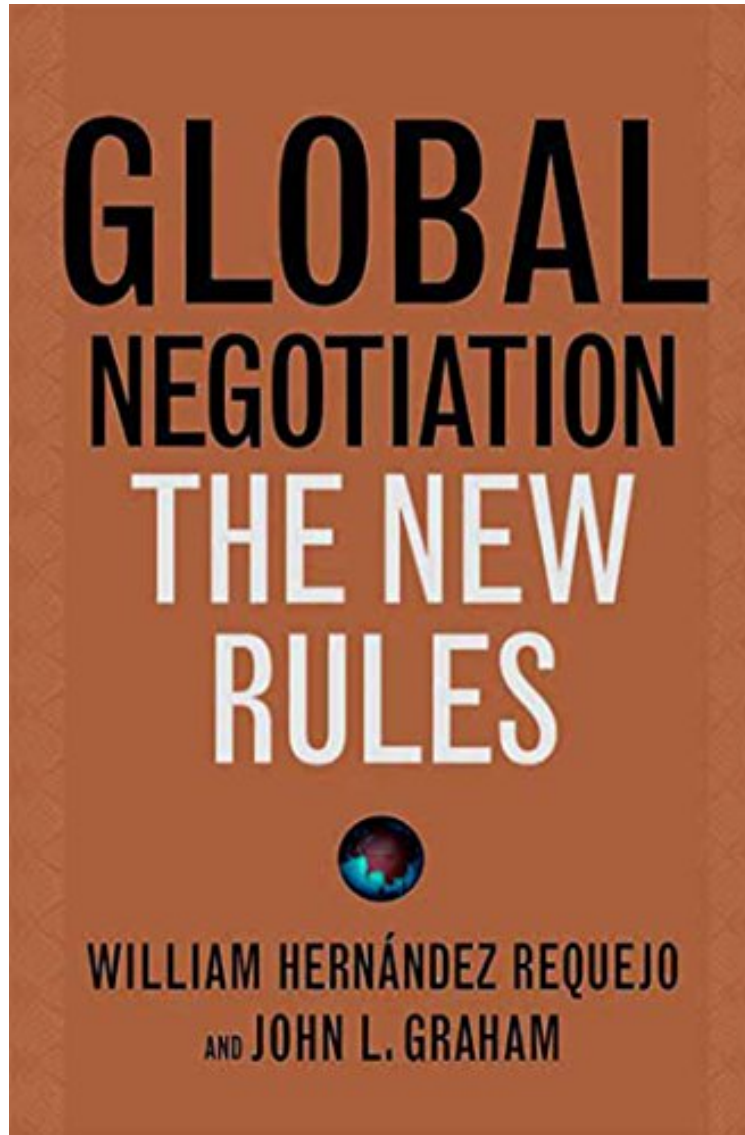


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## Global Negotiation: The New Rules

*William Hernández Requejo, John L. Graham*  
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**William Hernández Requejo, John L. Graham : Global Negotiation: The New Rules** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Global Negotiation: The New Rules:

0 of 0 people found the following review helpful. Good IntroBy T-Bird 2012Global Negotiation: The New Rules is a guide for creating successful outcomes in business through cross-cultural negotiations. The authors believe the negotiation process should not be treated like a competition where there are winners and losers. They instead consider it to be an opportunity to solve problems, create mutual gain and build long-term relationships. Requejo and Graham lay out ten simple rules that focus on building cultural knowledge, communicating effectively and seeking creative

outcomes. The book covers a wide range of topics, such as communications styles in various cultures, the importance of hierarchy and non-verbal communication. It is an easy read, filled with insights, examples and anecdotes. Of course, with a subject as complicated as cross-cultural communication one cannot expect a great deal of depth out of a book like this, but it provides good comparative perspective on the differing negotiation styles from around the world. It is a good first step if you are new to the subject of global negotiations or cross-cultural communications. It highlights the issues which could become a jumping off point for deeper research.

0 of 0 people found the following review helpful.

Goes Beyond Basics

By CR "Global Negotiations: The New Rules" is a comprehensive guide for professionals that want to improve their negotiation skills across the globe. Not only does the book provide insight on negotiating across cultures, it explains how understanding your own culture is a critical step in the negotiation process. The book largely speaks from an American point of view but can be useful for others audiences as well, especially for those that are studying American negotiating techniques. The book covers the many facets of negotiation, including language barriers, the benefits of using your own interpreter, how to use timing as a strategy, how company culture can impact results, political and environmental considerations, communication styles, business ethics, and many more issues that aren't always obvious or thought about.

0 of 0 people found the following review helpful.

Win-win isn't good enough anymore - this is a good read

By J. Terry I seriously thought "what could be so different/difficult about "global" negotiations; aren't all negotiations directed at win-win? But incredibly, this book moved me beyond that, and proved to be helpful. I gained real insight. A quick read, it is well worth your time.

Early in the reading, about page 50, I got a taste of what this book could do for me. I had to bring two contentious people to the table today for negotiations. I have always dreaded it when I had to bring these two together - they seem to have a love/hate relationship, and both are extremely opinionated. If anyone could exemplify the typical American negotiator that the book references, it would be these two. The conflict started on Monday, in the heat of a battle, and I found myself intuitively settling in to the task of working transparently in an uncomfortable situation. I decided to treat this as a "global" negotiation, dealing with American negotiators, as outlined in the early pages of the book. I found myself mentally replaying some of the lines from the book to "keep myself in check" as I worked to set the stage and keep everyone's tempers at bay. One phrase that stayed with me was the one about negotiations not being about a win or a loss, but more about working together and that really helped me, and it has stuck with me. The meeting was remarkably smooth, and in hindsight, I credit it with the reading I had done to date. Everything stayed on an even flow, no flare ups, no discord. I actually enjoyed the meeting.

Prior to these readings, I would have thought of myself as someone who was altruistic - a win-win person, not a win-lose person. But the book has helped me grow beyond even that - and helped me remove the "win" focus altogether, allowing room for many other constructive engagements - agreement, partnering, sharing, reviewing, and just plain talking. I know these might sound like obvious points, but the book helps the reader move beyond such an easy dismissal, and through its discourse, gives you the ability to really embrace the concepts. I was pleasantly surprised that I had already been able to grow with the material.

Each year American executives make nearly eight million trips overseas for international business. In the process, they leave billions of dollars on the negotiation table. Global Negotiation provides critical tools to help businesspeople save money (and face) when negotiating across cultural divides. Drawing on their more than 50 combined years of experience, as well as extensive field research with over 2000 business people in 21 different cultures, John L. Graham and William Hernandez Requejo have discovered how to create long-lasting commercial relationships around the world. The authors provide a rare combination of practical insight and illuminating anecdotes, and offer examples from well-known companies such as Toyota, Ford, Intel, ATT, Rockwell, Boeing, and Wal-Mart.

"For many American businessmen, learning and understanding the principles of successful international negotiations is a daunting and seemingly impossible challenge. This book is helpful in providing useful insights and guidelines. It will become an important resource tool for not only beginners but also experienced veterans in dealing with the cultural and strategic nuances in cross-border negotiations. It is a must read."

Dean Yoost, retired Senior Partner at PricewaterhouseCoopers

"In an ever shrinking and fiercely competitive world, this book provides the reader with up-to-date rules of engagement for successful negotiations."

Manuel Junco, Sr. Vice President, Downstream Business Line for Fluor Daniel

"In today's business world, cultural misunderstandings can be deal killers. "Global Negotiations: The New Rules" gives executives the tools they need to navigate difficult waters. John Graham and William Hernandez Requejo have filled this volume with crisp, actionable advice that will lead to creative business partnerships and build success in international markets."

Bill Amelio, CEO, Lenovo Computers

"My work is hands-on. We negotiate multinational transactions all the time. In doing so, John Graham and William Hernandez Requejo's book will be instrumental in assisting us to better understand the dynamic nature of global negotiations. It is a necessary book for those that seek to be competitive in the international arena."

Jose Luis de Mora Gil-Gallardo, Corporate Development, Banco Santander

Global Negotiation: The New Rules, is a great guide to driving thoughtful, productive negotiations across borders."

Michael Delman, Corporate Vice President, Microsoft Corporation

About the Author William Hernandez

Requejo is a university professor and president of Requejo Consulting, Inc., an international management consulting firm. He lives in Irvine and spends a significant amount of time in Santander, Spain. John L. Graham is a consultant and Professor of International Business at The Paul Merage School of Business, University of California, Irvine.