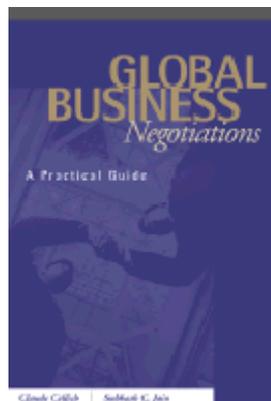


Co-written by economist Dr. Claude Cellich, who teaches at the International University in Geneva, and University of Connecticut marketing professor Dr. Subhash Jain, this book is refreshingly different from most academic publications in the field of international negotiations. Instead of getting carried away with theoretical models and complex analyses, it represents what its subtitle promises: "A Practical Guide."

*Global Business Negotiations* offers readers a wealth of logical strategies, systematic approaches, and practical tools designed to improve efficiency and outcomes of international negotiations. After a brief discussion of cultural barriers and negotiation styles, the authors provide a structured introduction into the negotiation process. They explain how negotiating internationally requires specific considerations in each process step, from pre-negotiation planning and making initial contact to exchanging concessions, reaching closure, and undertaking renegotiations. Another chapter is dedicated to communication, discussing language barriers and other aspects of verbal communication as well as the importance of recognizing non-verbal clues and messages. Acknowledging the realities of today's business environment,



Cellich and Jain also discuss the specific opportunities and challenges of negotiating over the Internet and include a few case studies to illustrate culture specific negotiation tactics.

The most valuable part of this book may be a chapter called "Demystifying the secrets of Power Negotiations." When analyzing factors that determine negotiation power, the authors dispel some of the popular myths about what determines the strength of a negotiator's position.

While *Global Business Negotiations* is a valuable resource, it has a few significant shortcomings that keep it from serving as a comprehensive reference to its subject. The biggest flaw is the authors' failure to discuss role and relevance of relationship building in international negotiations, a topic on which there is but one short paragraph. The book leaves unsuspecting readers mostly unprepared for the fact that members of certain cultures may not even be willing to engage in any serious negotiations before a strong level of familiarity and trust has been established between the parties. In addition, Cellich and Jain often make it hard to figure out which of the strategies they present applies in which culture or group of cultures.

These drawbacks notwithstanding, *Global Business Negotiations* presents useful tactics and tools for anyone negotiating business in an international context.

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Lothar Katz is the founder of Leadership Crossroads. He has a wealth of experience in achieving productive cooperation across cultures and driving business success on a global scale.

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