



Negoziare in modo efficace: Strumenti e tecniche (Aspetti della psicologia) (Italian Edition)

Ugo Merlone

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Ottenere le migliori condizioni in una compravendita, trattare la data di consegna di un lavoro, discutere un preventivo con un cliente o un fornitore, per non parlare delle trattative aziendali o degli incontri tra avvocati per raggiungere un accordo extragiudiziale: tipiche situazioni potenzialmente frustranti e conflittuali che ciascuno di noi si trova ad affrontare quotidianamente. Ma se è vero che il conflitto distrugge valore, è altrettanto vero che la negoziazione è una competenza che crea valore. Il volume illustra il complesso mondo della negoziazione nei suoi aspetti analitico-razionali e relazionale-emotivi, fornendo gli strumenti e le strategie necessari per giungere ad un accordo che sia accettato da tutte le parti coinvolte e tuteli i propri interessi.

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