



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

By Yadvinder S Rana

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...



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