

《生意的关键点/POINT OF THE DEAL》

图书基本信息

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内容概要

Book Description

Why do so many business deals that look good on paper end up in tatters once they ' re put into action? Because deal makers often treat the signed contract as the final destination in their bargaining journey—instead of the start of a cooperative venture. In *The Point of the Deal*, Danny Ertel and Mark Gordon show what negotiation looks like when the players involved strive to make the deal work in practice—not just on paper. In this book, you ' ll discover how to make the transition from concentrating on getting the deal done to focusing on what it takes to achieve value after the ink has dried. With a wealth of examples from multiple industries, countries, and functions, the authors illustrate how their approach to crafting an implementation mind-set works in all kinds of familiar business contexts—including mergers and acquisitions, joint ventures, alliances, outsourcing arrangements, and customer and supplier relationships.

Review

Negotiating a good deal means more than winning on price or other terms... --CIO Insight, September 17, 2007

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