



## El arte de la negociación (Spanish Edition)

*Roberto Luchi, Alejandro Zamprile, Nicola's Luzuriaga*

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Es probable que usted pase una buena parte de su vida negociando. Aunque no seamos conscientes de ello, algunos estamos negociando casi permanentemente a lo largo de cada día de nuestras vidas. Si negociamos muchas veces todos los días, entonces deberíamos ser expertos en negociación. Pero no lo somos. ¿Por qué? Porque frecuentemente no advertimos que estamos negociando y una buena negociación exige que estemos atentos a muchos parámetros que, a veces, ni siquiera conocemos. Esto es lo que pretendemos para el lector:

- Mejorar la capacidad de negociar en una variedad de situaciones desde las muy competitivas hasta las muy cooperativas.
- Aprender modelos que lo ayudarán a evaluar y comprender cualquier tipo de negociación, sirviéndole también como base para ampliar su repertorio de técnicas para el futuro.
- Familiarizarse con conceptos y principios específicos de la negociación, aplicables a una gran variedad de situaciones organizativas, personales y de manejo de conflictos en general.
- Lograr una mayor comprensión de los distintos estilos de negociación necesarios para convertirse en un negociador eficaz.

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