Let me start by disclosing a potential conflict of interests: in some of my own work, I am collaborating with the authors of Global Negotiation, William Hernández Requejo, a successful international business consultant, and John Graham, a professor at the University of California in Irvine and author of several books. One might argue that I am biased. Indeed, I am. After all, there is a reason why I am collaborating with these experts: they do good work.

Global Negotiation is ample proof of that. Here is a book that takes a new and refreshingly different look at the complex challenge of negotiating across cultures.

In an honest assessment of preferences and risks in the negotiation approach that is most common in the United States, the book starts by describing what the authors call the John Wayne style. “The ten traits of the American negotiation style” summarize values and risks associated with this approach. Hernández and Graham then launch into an extensive discussion of cultural differences in values, rituals, and symbols, helping readers understand how they impact business systems, negotiation attitudes, styles, strategies, and tactics.

Part II, “The Global Negotiation – A Creative Process”, is likely the book’s most valuable section. It excels at conveying the importance of two critical elements, creativity and process-orientation. While staying focused on the necessary structure and flow of the negotiation, the authors expertly illustrate how innovative thinking during and after the negotiation exchange leads to better outcomes.

In-depth discussions of three country examples, namely India, Mexico, and China, follow in part III of the book. Each emphasizes a critical message: adapting to local values and practices is essential for negotiation success. Hernández and Graham close with a short but thought-provoking outlook on the future of negotiation in the age of globalization.

What sets this work apart is its rich mix of business cases, factual presentation, structured analysis, and, last not least, stories. Scenes like the one where an office chair gets thrown into a meeting room wall in Korea convey crucial points much better than any how-to list ever could.

Those looking for a simple manual of do’s and don’ts for international negotiations might be disappointed. The subject area is complex and success in this field requires solid skills and a deep understanding of cultural influence factors. In Global Negotiation, Hernández and Graham take us to faraway places and tell us what might happen if we do not prepare well. Fortunately, they also give rich advice on how to make it work. Read this book if you want to learn how to negotiate effectively and creatively in today’s global world.
John Graham's latest work, Global Negotiation, the New Rules with William Hernandez, both reinforces culturally based negotiating principles that remain fundamentally stable over time, and provides valuable insight into emerging negotiating trends and approaches. "---Michael Delman, Corporate Vice President, Microsoft Corporation. Each year American executives make nearly eight million trips overseas for international business. In the process, they leave billions of dollars on the negotiation table. Global Negotiation provides critical tools to help businesspeople save money (an Global Negotiation book. Read reviews from worldâ€™s largest community for readers. Each year American executives make nearly eight million trips overseas ...Â Goodreads helps you keep track of books you want to read. Start by marking â€œGlobal Negotiation: The New Rulesâ€ as Want to Read: Want to Read savingâ€¦ Want to Read. Currently Reading. Read. Other editions. Enlarge cover. Because of the fast-changing global marketplace and growing demand for cultural solutions, successfully negotiating across borders has become a key for building business and increase revenues for most major companies. Most other countries embrace negotiating as part of their everyday activity; outside the U.S., virtually everything is negotiable. But many U.S. business professionals lack the skills to manage an interaction, identify the other party's needs and reach an agreement that is See More mutually beneficial. Trying to do all that in a foreign country just makes it more difficu