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# THE 4PS FRAMEWORK: ADVANCED NEGOTIATION AND INFLUENCE STRATEGIES FOR GLOBAL EFFECTIVENESS



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,...

### Read PDF The 4ps Framework: Advanced Negotiation and Influence Strategies for Global Effectiveness

- Authored by Yadvinder S Rana
- Released at 2014



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## Reviews

*Simply no words and phrases to clarify. It really is full of knowledge and wisdom You wont feel monotony at at any moment of the time (that's what catalogs are for relating to when you question me).*

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-- **Dr. Kayley Kovacek PhD**

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