

<<生意的关键点/POINT OF THE DEAL>>

图书基本信息

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作者：Mark Gordon

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内容概要

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. 作者简介： DANNY ERTEL is a founding partner of Vantage Partners and head of its outsourcing practice; an award-winning author and leading authority, on negotiation and relationship management; and chairman of Janeeva, Inc.

书籍目录

Preface Acknowledgments 1 Introduction What's the point? 2 The Deal-Making Mind-set Why "yes" is often not enough Part I The Implementation Mind-set 3 Treat the Deal as a Means to an End What do you need beyond a "yes"? 4 Consult Broadly Who do you need to set beyond "yes"? 5 Make History How do you set the right precedent for implementation? 6 Air Your Nishtmares How do you discuss risk without risking the deal? 7 Don't Let Them Overcommit How do you help make sure your counterparts can deliver? 8 Run Past the Finish Line How do you stay focused on the real goal? Part II Negotiating and the Organization 9 Managing Negotiators How do you steer them toward deals worth doing? 10 Building an Organization That Does Deals Worth Doing How so many smart companies get it wrong? Part III Critical Deals in Which Implementation Matters 11 Bet-the-Company Deals Mergers, alliances, and outsourcing 12 Bread-and-Butter Deals Customers and suppliers 13 Conclusion When "yes" is not enough Notes Analytical Table of Contents Index About the Authors

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