



La estrategia del delfín (Spanish Edition)

Alejandro Ambrad Chalela

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La mejor solución a cualquier disputa de intereses es una negociación transparente en la que las dos partes se vean beneficiadas por igual. Pero en el mundo real esto no sucede. En toda negociación existe manipulación ya que en ellas suele existir cierto desequilibrio, bien por las ventajas competitivas de uno o por la disponibilidad de información de otro. Todos manipulamos y a todos nos manipulan y es algo inherente al ser humano. ¿Qué propone la estrategia del delfín? Una forma de afrontar negociaciones manipulativas de forma sencilla y exitosa.

El experto en consultoría estratégica e innovación, Alejandro Ambrad, nos ofrece en este libro, con un estilo ameno y lleno de ejemplos, todas las ventajas de la estrategia del delfín, una vía definitiva para saber adaptarnos con inteligencia a cada situación y poder salir airoso de cualquier negociación, aunque nos encontremos en una posición de desventaja.

«Una obra útil para aquellos que no saben negociar y que tienen que hacerlo porque, nos guste o no, los procesos de negociación son inherentes a la vida... Su lectura atrapa».

Álex Rovira

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