



## 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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A lot of people always spent all their free time to vacation as well as go to the outside with them family members or their friend. Are you aware? Many a lot of people spent they will free time just watching TV, or perhaps playing video games all day long. If you wish to try to find a new activity that's look different you can read a new book. It is really fun to suit your needs. If you enjoy the book that you just read you can spent the entire day to reading a e-book. The book La estrategia del delfín (Spanish Edition) it is quite good to read. There are a lot of those who recommended this book. These were enjoying reading this book. When you did not have enough space to create this book you can buy the particular e-book. You can m0ore very easily to read this book from the smart phone. The price is not very costly but this book offers high quality.

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