



Saber negociar con el diablo (Empresa) (Spanish Edition)

Andrés Martín Martos, Sebastián Buenestado

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Un libro para aprender a tener éxito en negociaciones difíciles

¿Cuántas veces negocias cada día? La negociación preside casi todos los actos de nuestra vida, y en ocasiones nos tenemos que enfrentar a quienes pretenden engañarnos o perjudicarnos. ¡Son negociaciones endiabladas!

Sin embargo, la experiencia nos demuestra que tales situaciones se pueden superar con resultados positivos siempre que apliquemos la estrategia correcta.

En la presente obra, los autores nos plantean dos escenarios: uno, metafórico, con Atila recorriendo el infierno descrito por Dante en la Divina Comedia, donde se muestran las competencias que se han de desarrollar en negociaciones difíciles; y un segundo escenario basado en situaciones reales experimentadas por los propios autores.

Ingenio, humor, creatividad y literatura se fusionan en este relato dual de ficción y realidad como la vida misma.

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