

Cómo negociar con éxito en 50 países

How to negotiate successfully in 50 countries



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This book aims to provide clear, concise and useful information for negotiating in 50 countries that together account for over 90% of the world economy. The book is a reference book to consult what strategies and behaviours should be adopted in negotiations with foreign companies.

The book is divided into country files in alphabetical order, starting with Argentina and ending with Vietnam. Each file has the following five sections: key facts, business environment, negotiation strategies, etiquette, and essential web pages.

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