



NEGOTIATION FOR ENTREPRENEURSHIP

Achieving a Successful Outcome



Vimal Babu
Robert Hisrich



Negotiation for Entrepreneurship

Achieving a Successful Outcome

By Vimal Babu and Robert Hisrich

Pub Date: 10 January 2023

Binding: Hardback

Price: £80.00 / \$110.00

ISBN: 9781785277764

Extent: 200 pages

Size: 153 x 229 mm / 6 x 9 inches

BISAC CATEGORY: BUSINESS & ECONOMICS /

Negotiating BUSINESS & ECONOMICS / Entrepreneurship,

BUSINESS & ECONOMICS / Management

BISAC CODE: BUS047000

BIC CODE: KJN

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Exclusive: WORLD

Provides insights about negotiation for start-up entrepreneurs and introduces several strategies and tactics to improve negotiation skills in an entrepreneurial ecosystem.

The book deals with extraordinary insights about negotiation for start-up entrepreneurs and introduces several strategies and tactics to improve negotiation skills in an entrepreneurial ecosystem. Authors unbox several complex and conflicting scenarios and attempt to build an entrepreneurial mindset to crack great deals with smart application of negotiation strategies and tactics.

Key selling points

- Rarest book available in the world by the title
- Includes examples, situations, exercises, caselets
- Includes interview snippets of start-up entrepreneurs and investors
- Written especially for start-up entrepreneurs from diverse backgrounds.

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About the Author(s) / Editor(s)

Vimal Babu is a negotiation trainer, consultant, social scientist, and professor of negotiation and entrepreneurship. He holds about two decades of rich experience in training, consulting, teaching and research in negotiation, leadership and behavioural aspects of employees and customers. He earned his Ph.D. in Management, Concentration in transformational leadership from Centre for Management Studies, Jamia Millia Islamia, New Delhi, India.

Robert D. Hisrich, former Director of the Walker Center of Global Entrepreneurship at Thunderbird School of Global Management, received his B.A. in English and Science from DePauw University and his MBA and Ph.D. in Business Administration with a major in marketing from the University of Cincinnati. Hisrich also holds honorary doctorate degrees from Chuvash State University (Russia) and the University of Miskolc (Hungary).

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