



# El negociador genial (Gestión del conocimiento) (Spanish Edition)

*Max H Bazerman*

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En este clásico de la negociación, los autores relatan todas las técnicas de negociación que se enseñan en la universidad de Harvard y explican en entretenidas anécdotas casos reales en los que se ha negociado con éxito y muchos otros que han fracasado por no utilizar las técnicas adecuadas.

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