



## El libro de la negociación (Spanish Edition)

*Luis Puchol Moreno*

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## **El libro de la negociación (Spanish Edition)** Luis Puchol Moreno

La negociación es un fenómeno humano, diario y universal, Desde niños todos los seres humanos negociamos. Desde bebés aprendemos que, a cambio de nuestras sonrisas nuestros padres nos proporcionan alimento, limpieza, descanso y amor. También aprendemos que para que nos callemos y no montemos el pollo, nos permiten hacer hasta lo terminantemente prohibido. Por eso resulta paradójico que, alcanzada la edad adulta, olvidemos aquellas habilidades tan precozmente aprendidas. Este libro ha sido pensado como una herramienta didáctica para asignaturas de Técnicas de Negociación impartidas en Facultades de Ciencias Económicas y Empresariales, Derecho, Recursos Humanos, Masters y Cursos para Directivos y también para quienes de manera habitual tienen que negociar: comerciales, compradores, juristas, sindicalistas, etc. Hemos procurado seguir nuestro lema: llevar la teoría a la práctica y elevar la práctica a la teoría.

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