



# Global Negotiation: The New Rules

*William Hernández Requejo, John L. Graham*

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Each year American executives make nearly eight million trips overseas for international business. In the process, they leave billions of dollars on the negotiation table. *Global Negotiation* provides critical tools to help businesspeople save money (and face) when negotiating across cultural divides. Drawing on their more than 50 combined years of experience, as well as extensive field research with over 2000 business people in 21 different cultures, John L. Graham and William Hernández Requejo have discovered how to create long-lasting commercial relationships around the world. The authors provide a rare combination of practical insight and illuminating anecdotes, and offer examples from well-known companies such as Toyota, Ford, Intel, AT&T, Rockwell, Boeing, and Wal-Mart.

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