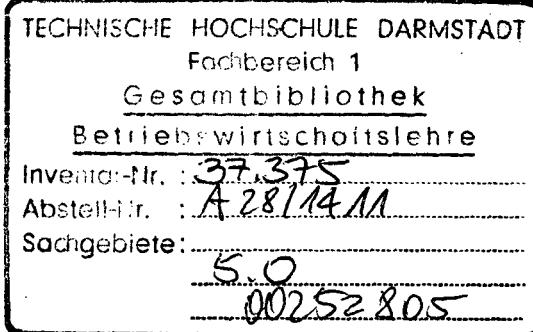


# Marketing by Agreement

## *A Cross-Cultural Approach to Business Negotiations*

J. B. McCall and M. B. Warrington

*Department of Management  
Napier College  
Edinburgh*



JOHN WILEY AND SONS  
Chichester · New York · Brisbane · Toronto · Singapore

# Contents

Preface .....	ix
<b>Part I The nature and function of negotiation.....</b>	<b>1</b>
CHAPTER 1 A NEGOTIATION APPROACH TO MARKETING ..	3
CHAPTER 2 THE ANATOMY OF NEGOTIATION .....	10
CHAPTER 3 COMMUNICATION, CULTURE AND NEGOTIATION .....	38
CHAPTER 4 FRAMEWORKS FOR ADAPTIVE BEHAVIOUR ....	67
CHAPTER 5 MAKING COMMERCIAL AGREEMENTS WITHIN LEGAL FRAMEWORKS .....	88
<b>Part II Negotiating marketing agreements.....</b>	<b>125</b>
CHAPTER 6 THE SALES/PURCHASE AGREEMENT I .....	126
CHAPTER 7 THE SALES/PURCHASE AGREEMENT II .....	154
CHAPTER 8 THE AGENCY/DISTRIBUTORSHIP AGREEMENT ..	193
CHAPTER 9 THE LICENSING AGREEMENT .....	224
CHAPTER 10 THE JOINT-VENTURE AGREEMENT .....	241
<b>Bibliography .....</b>	<b>260</b>
<b>Author index .....</b>	<b>266</b>
<b>Subject index .....</b>	<b>268</b>