

Marketing by Agreement

A Cross-Cultural Approach to Business Negotiations

J. B. McCall and M. B. Warrington

*Department of Management
Napier College
Edinburgh*

TECHNISCHE HOCHSCHULE DARMSTADT
Fachbereich 1
<u>Gesamtbibliothek</u>
<u>Betriebswirtschaftslehre</u>
Inventar-Nr. : 37.375
Abstell-Nr. : A 28/14 M
Sachgebiete : 5.0
00252805

JOHN WILEY AND SONS

Chichester · New York · Brisbane · Toronto · Singapore

Contents

Preface	ix
Part I The nature and function of negotiation.....	1
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
Part II Negotiating marketing agreements.....	125
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
Bibliography	260
Author index	266
Subject index	268