



“Deal”- Guidelines for a Flawless Negotiation by Dr. Habib Chamoun-Nicolas

The world needs negotiations where every body WINS. Mexico is the leader in this field, and Dr. Habib Chamoun-Nicolas is its spokesman through this book “Deal”

Dr. Gerard I. Nierenberg

Author of the best-selling books “The Art of Negotiation” and the “Complete Negotiator”. Founder and President of the Negotiation Institute of New York since 1966

The difference between a successful and an unsuccessful negotiation lies all too often in the quality of the parties' preparation. Habib Chamoun's method of systematic preparation will help you gain maximum advantage in all your business negotiations.

Professor Jeswald W. Salacuse,

Author of Making Global Deals: What Every Executive Should Know About Negotiating Abroad.

Professor at the Fletcher School of Law and Diplomacy at Tufts University and the Program of Negotiation at Harvard Law School

“Deal” is an excellent work that not only helps us negotiate better, but also enables us to become better people. Its concepts, ideas and methodology allow us to think strategically, build better judgments, make better decisions, and design positive course of action. “Deal” is easy in its language, practical in its applications, structured in its methodology and interesting in its reading. “Deal” helps us learn and at the same time, enjoy the learning process.

Dr. Jaime Alonso Gómez Aguirre

Professor of Strategy and International Business

Dean of the Graduate School of Business Administration and Leadership

Monterrey Tec, (EGADE-ITESM)

Dr. Habib Chamoun-Nicolás, in a vision about negotiations that runs counter to that offered by the popular press. The press almost always focuses on price as the principal objective of negotiation. Meanwhile, Dr. Chamoun holds other points as important in preparing the context in which the good salesman serves (instead of services) the client.

Rodolfo J. Cortina, Ph.D.

Professor & Director of the Center for the Americas

Vice President for Undergraduate Studies, University of Houston

Vice Chancellor for International Affairs, University of Houston System

For Chamoun-Nicolas, in today's globally competitive market selling depends on providing customers with business solutions, not just products and services. Here, the renowned Mexican business consultant challenges salespeople to create a win-win situation for their clients and themselves by focusing on establishing long- term relationships rather than one- time sales.

Chamoun-Nicolas distills the essential steps to closing business deals successfully into six "Ps": person, process, product, power, problem, and prognosis. He emphasizes the critical role communication and follow up play in the development and maintenance of business relationships and, through anecdotes, he illustrate how easily sales can be lost at any point during negotiations and how important it is to know the client to avoid pitfalls.

Reader will value the section in which he highlights key cultural differences between U.S. and Mexican business people and among Mexican themselves depending on their age (over and under 55) or geographic location(central or northern Mexico). Deal ("Trato Hecho" in Spanish) complements Chamoun-Nicola's "Desarrollo de Negocios" (Business Development, Agata 2002)but also stands well on its own. The author logically lays out the methodology behind successful negotiations and a series of clear graphics reinforce the text.

Strongly recommended for public libraries and bookstores serving Hispanic businesspeople ("the Spanish version of DEAL")

Maureen Beristain

Criticas Magazine, September/October 2003

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