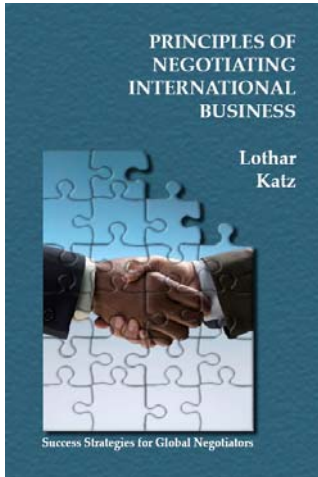


PM World Today Book Review



Book Title: *Principles of Negotiating International Business*

Authors: Lothar Katz

Publisher: Booksurge Publishing

List Price: US\$18.99 (soft cover)

Publication Date: 2008

ISBN: 1-4196-9503-7

Reviewer: Ishkhan Topalian

Review Date: September 2008

Introduction to the Book

The book is written by Mr. Lothar Katz who has many years experience with industries and international markets. He shares his international negotiations experience in this detailed book where he also differentiates the different techniques used in different parts of the world and within different cultures. The book can be used as a guide to gaining an understanding to negotiating in an international environment or as a supplement to a negotiating class for experienced professionals and undergraduate students alike.

Overview of Book's Structure

The book is divided into 2 sections. The first section is titled International Negotiations . It is divided into subchapters which tackle topics such as how culture impacts negotiations; the different phases of a negotiation process; effect of communications in negotiations; how relationships effect negotiations; and, why international negotiations fail.

The second section is titled Negotiation Techniques Used Around the World. It too is divided into subchapters which detail a number of techniques used in negotiations. These are not juts highlights but detailed examples and where in the world they are used.

Highlights: What I liked!

The highlight for me in reading this book were all the “ah-hah’s” I came across as I related Mr. Katz’s descriptions to my own international negotiation experiences. I found the book to very well organized- it follows a logical process. It is also very easy to read and understand. The ideas are presented clearly and in great detail.

Shortfalls: What was Missing!

n/a

Who might benefit from the Book

Anyone who is looking to gain insight on negotiation techniques and be able to distinguish the nuances of what to expect negotiating with different cultures and in different countries should invest some reading time with this book and benefit from its wisdom.

Conclusion

I absolutely recommend this book. It should be considered as a must for any level of negotiations classes (undergrad or grad). Having attended one of Mr. Katz’s classes at the University of Texas at Dallas in the Executive MBA in Project Management program, I can tell you first hand that he teaches as he has written this book- detailed and with great enthusiasm.

For more information about the book, see the breaking news article at <http://www.pmforum.org/blogs/news/2008/06/new-book-by-lothar-katz-on-principles.html>

About the Reviewer:



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