

INOVAȚIA ÎN NEGOCIERE

INNOVATION IN NEGOTIATION

Drd.ec. Adrian LUPU

Academia de Studii Economice din București

Abstract: The companies that are not innovating or, at least, don't use the innovations from their field, will constantly suffer because of competition. Smart organizations realize that the objective of innovation has systematic sizes. Nowadays, many organizations include their customers in developing new products and services. Creating a new business model requires a brilliant mind that backs up a value generating network, an innovator of model. Innovation in negotiations can mean smoothen the process with the help of protonegotiating. When we protonegotiate, we are having a negotiation with a partner that we can't see and that can't see us. A protonegotiation campaign that is well organized, closely prepared and is achieving its goals, bringing the negotiation teams closer together and making them correctly work out the released signals, can mean in the economy of a negotiation more than the sum of the efforts that a company has to do in order to prepare an experienced and trained team of negotiators..

Keywords: negotiations, protonegotiation, innovation, protonegotiation' mix