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# THE NEGOTIATION PROCESS BETWEEN SUPPLIERS AND RETAILERS IN A CONTEXT OF HIGH POWER ASYMMETRIES



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GRIN Verlag. Paperback. Book Condition: New. Paperback. 24 pages. Dimensions: 10.0in. x 7.0in. x 0.1in. Seminar paper from the year 2013 in the subject Business economics - Business Management, Corporate Governance, grade: 1, 5, Novancia Business School Paris, language: English, abstract: A negotiation is generally defined as a process that takes place in situations in which two or more parties recognize that differences of interest and value exist among them (Howard 1982, p. 7) and in which they want to seek...

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- Authored by Nadine Ghanawi
- Released at -



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