

# Verhandlungsführung - Meike Berner

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Bedeutung der Verhandlungsführung Verhandlungen sind in der Praxis sehr bedeutsam, sie finden tagein und tagaus auf der ganzen Welt statt - 'Verhandeln ist Bestandteil unseres Lebens'<sup>1</sup>. In den Medien wird immer wieder von Verhandlungen zwischen Politikern oder Geschäftsleuten berichtet. In Wirtschaftszeitungen stechen dem Leser viele Kursangebote mit Schwerpunkten wie 'Erfolgreich Verhandeln' oder 'Verhandeln leicht gemacht' ins Auge und an Universitäten steigt die Nachfrage nach Kursen zur Verhandlungsführung ebenfalls stark an.<sup>2</sup> Daran ist deutlich zu erkennen, dass Verhandlungen an Bedeutung gewonnen haben, bzw. zunehmend an Bedeutung gewinnen. Doch wie ist es zu erklären, dass Verhandlungsführung eine solche Aufmerksamkeit erregt? Warum sind solche Kurse zur Verhandlungsführung im letzten Jahrzehnt so beliebt geworden? Ein wichtiger Grund hierfür ist sicherlich, dass gute Verhandlungsfähigkeiten, vor allem bei sozialen und wirtschaftlichen Veränderungen, zwar immer wichtiger, jedoch auch immer schwieriger zu erlangen sind. Eine weitere Veränderung der Rahmenbedingungen besteht darin, dass hierarchisch untergeordnete Entscheidungseinheiten in wichtige Entscheidungen einbezogen werden sollen, was ein höheres Maß an Entscheidungsdezentralisation bewirken würde.<sup>3</sup> Diese verteilte Entscheidungsfindung steht nun im Gegensatz zur Top-Down-Planung, welche den Konzepten klassischer Auffassung zugrunde liegt.-----<sup>1</sup> Fisher/Ury/Patton (2000), S.15.<sup>2</sup> Vgl. auch im weiteren Bazerman/Neale (1992), S.vii.<sup>3</sup> Vgl. auch im weiteren Macharzina (2003), S.515. Author: Berner, Meike Publisher: GRIN Verlag Illustration: N Language: GER Title: Verhandlungsführung Pages: 00026 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638405683 Category: Business & Economics : General

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