



The 4Ps Framework

Advanced Negotiation and Influence Strategies for Global Effectiveness

by Yadvinder S. Rana



Non-Fiction - Business/Finance

476 Pages

Reviewed on 01/05/2015

Book Review

Reviewed by Gisela Dixon for Readers' Favorite

The 4Ps Framework: Advanced Negotiation and Influence Strategies for Global Effectiveness by Yadvinder S. Rana is a comprehensive book on international business administration and management, and focuses especially on how to deal with people from all over the world effectively during business deals and negotiations. This book is quite unique in the sense that it covers not only the business strategies and skills needed, but also discusses the various cultures around the world that make people who they are, and which in turn determines the way they do business. According to Yadvinder Rana, the 4Ps of Preparation, Process, Power Perception and Players' perspective are the cornerstones towards understanding how negotiation and business deals are made. All of the 4Ps are dynamic, over-lapping, and inter-dependent. What really sets the book apart from others for me, though, is the sheer wealth of information this book contains about world religions, the religion and culture of individual countries, and the detailed analyses regarding the way in which peoples' religious backgrounds and cultures are directly related to how people act and expect others to act in the business world.

Overall, I was extremely impressed with the depth of knowledge displayed by Yadvinder Rana as measured by the sheer volume of facts and figures. It is obvious that Yadvinder has the background, knowledge, and first-hand experience necessary to connect all of the dots and bring a book of this kind together. The book is written in a very reader-friendly manner that manages to make the sometimes "dry" topic of cross-cultural business communication and negotiation exciting. The book almost reads like a story and each chapter is very nicely contained and devoted to each individual aspect of this subject. This book is unique in my experience and an absolute must-have for anyone looking to master international business negotiations.



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Author Biography



Yadvinder is an example of an “intercultural transient”: born in Italy from Indian parents, he attended schools in Brazil, the UK and US, and worked in eight different countries across four continents.

Between 2004 and 2010 he was Africa, Middle East, Asia & Pacific Sales Director for a global company leader in the luxury goods sector, directly managing commercial and marketing organizations in China and India, and establishing the company presence in China, India, Japan, S. Korea, South East Asia, Middle East (UAE, Bahrain, Kuwait, Qatar, Saudi Arabia), Lebanon, Egypt, Tunisia, Morocco, Australia and South Africa.

Previously, between 1998 and 2003, he worked for Fiat Group in Pennsylvania, USA, London, UK and Lyon, France, leading cross functional teams implementing post M&A integration strategies (Case and New Holland, Iveco and Renault V.I., Fiat-GM JV).

During that period he tried to enhance his knowledge in the Intercultural Negotiation and Influence field, attending an MBA and specific International Business Courses, but felt very unsatisfied with most of the current literature and programs on Negotiation and Influence. He found it very hard to apply the academic and theoretical knowledge to real life problems facing managers when conducting negotiations across cultures or leading cross functional distant teams.

This is why in 2010 he decided to apply his management and multicultural experience in designing and delivering intercultural negotiation and influence programs, focusing on real people, in a real context.

He developed the 4Ps framework (Preparation, Process, Power Perception and People) for Negotiating and Influencing across cultures, to engage global individuals across the four dimensions of preparation, process, power and people.

Since 2010 he had the opportunity to design and deliver more than 200 intercultural negotiation and intercultural influence projects for International Business Schools and Multinationals and Small and Medium enterprises around the globe. He's currently Cross Cultural Management Professor at the Catholic University in Milan, Italy.

His book aims to fill the wide gap between academic research and real life aspects of global negotiation and influence, providing a practical and innovative framework for managers, graduates,



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and business students who are already, or expect to be negotiating deals and leading organizations in a global setting.
