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Fred Luthans (born June 28, 1939 in Clinton, Iowa) is a management professor specializing in organizational behavior. He is the University and George Holmes Distinguished Professor of Management, Emeritus at the University of Nebraska-Lincoln .

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Subject(s): Organizational behavior; ISBN: 9780073404950 (alk. paper) 0073404950 (alk. paper) Note: Includes bibliographical references (p. 478-557) and index.

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He is co-editor and contributing author of Globalization and NGOs (Praeger, 2003) and Handbook on Responsible Leadership and Governance in Global Business (Elgar, 2005) and co-author of the previous edition of International Management: Culture, Strategy, and Behavior (10th ed., McGraw-Hill/Irwin, 2015), the best-selling international management text.

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International Management: Culture, Strategy, and Behavior by Fred Luthans | Jonathan P. Doh (TENTH EDITION) Read Table 7.9 Negotiating Styles, p.233, and Negotiating with the Japanese, p. 234. Qn: What steps should a US negotiator or salesperson adopt when negotiating with Japanese, Mexican managers?

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