

## *What the experts are saying*

I continue to be impressed by and learn from Habib Chamoun-Nicolás' insights into negotiation. He has creatively expanded core theoretical principles while also keeping his feet firmly on the ground. His ability to integrate theory and practice has made an important contribution to our field.

**Michael Wheeler**

*Professor, Harvard Business School, Editor of the Negotiation Journal*

Habib Chamoun's presentation was excellent. The best I saw in this type of subject. Habib has used the most advanced and more powerful tool of teaching, in a superb way, with a lot of examples and metaphors. Congratulations.

**Joao Palma**

*Managing Director Pinto e Palma, SROC-Auditors, Lisboa, Portugal*

A unique and fantastic book. An excellent resource for all CEOs trying to orchestrate change throughout their organizations and improve corporate and even personal negotiations. I intend to share the book with my clients, associates, and staff, so that together we can gain better insight into different styles and have a better appreciation of the magnitude of effort required to lead the transformation process of negotiations.

**Genival Francisco da Silva**

*President and CEO of Banco Ficsa SA, São Paulo, Brasil*

If I had understood Dr. Chamoun's negotiation strategies and use of Tradeables™ 25 years ago when I was negotiating international oil contracts, I would have made much better decisions and "Deals" for my company.

**Larry Golden**

*Former President of Several Oil and Gas Companies*

I consider myself a true believer of the sales and negotiation methodologies developed by Dr. Chamoun-Nicolás. After some training, now I am able to achieve better results with some simple steps – Learning how to plan ahead, how to prepare mind-set-maps to develop winner strategies, how to DEAL with difficult people, how to not accept a NO for an answer, how to close in one or two visits. This is something that it is applied successfully everyday at CAIC. His very particular way to present this new concept "Tradeables™" is the only way a true believer will do it: Teach what you think and believe what you teach. There are Tradeables™ in almost every negotiation...the better you use them, the better you'll do. Think outside the process itself, identify the Tradeables™, and get the DEAL.

**Marco A. Contreras**

*Marketing, Commercial Alliance Insurance Company*



ADVANCED  
NEGOTIATION  
PROGRAM

# IMADEC®

EXECUTIVE EDUCATION

# ADVANCED NEGOTIATION PROGRAM



*”The Advanced Negotiation Program gives the participants the tools to be successful optimizing the results and the relationships.”*

*Habib Chamoun-Nicolás, Ph.D.*

#### **About IMADEC®**

Founded in 1991, IMADEC® is Austria’s first private, fully independent academic institution, which is conveniently located in Vienna.

IMADEC® specializes in innovative executive education programs and has earned its reputation through uncompromising excellence and a rigorous experience-based educational approach.

IMADEC®’s faculty consists of an exceptional group of internationally renowned scholars and experts from some of the world’s leading universities. The language of instruction is English.

#### **Target group**

This innovative program is designed for the European business executive and the senior management of all trades.

#### **Admission criteria**

- Advanced University Degree (or equivalent)
- Executive work experience
- Personal interview with the Program Director

#### **Class size**

Maximum of 20 participants/class.

#### **Length and Structure of Program**

The Advanced Negotiation Program is structured in 16 “units” according to EU/US Standards. Completion time may not exceed 2 years counted from the time the first class was taken.

## **CURRICULUM**

MGMT 6384E Negotiation and Conflict Resolution (4 units).

MGMT 6394E International Trade and Diplomatic Negotiations (4 units).

MGMT 6780E Communication and Persuasion (4 units).

MGMT 6790E Selling Methodologies for Business Development (4 units).

#### **Organization**

The program is comprised of the Curriculum of 4 intensive study sessions of 4 days. All classes are taught in Vienna, Austria.

#### **Diploma**

Only the positive completion of the entire course work (16 units) and the successful participation will lead to the internationally recognized Advanced Negotiation Diploma.

#### **Program Director**

Habib Chamoun-Nicolás, Ph.D.  
University Professor of Negotiation  
IMADEC® Vienna, Austria.

#### **Tuition**

**€ 12.800,--**

This includes the latest editions of all required textbooks and all relevant course material; refreshments during course days; excluded are meals and accommodation in Vienna and all transportation.

#### **For more information please call**

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