PUBLICATION RELEASE

International Economic Negotiation – Models versus Reality

The International Institute for Applied Systems Analysis (IIASA) and Edward Elgar Publishing, Ltd. announce the publication of *International Economic Negotiation – Models versus Reality*, edited by Victor Kremenyuk and Gunnar Sjöstedt, members of IIASA’s Process of International Negotiation Network Project. Using the framework of recognized, international case studies, the book compares international economic negotiation to other types of negotiation, while concentrating on the most important economic issues that are traditionally at stake: trade, money, finance, macroeconomic affairs and direct investment.

The cases represent government-to-government, business-to-business and business-to-government negotiations and are described by the 17 contributors to the book, who were either personally involved in the negotiations or were close observers. The 11 international case studies include: The French Government vs. Walt Disney Company in the creation of Euro Disney, monetary negotiations in the European Union, AT&T’s negotiation for licensing intellectual property, the negotiation of joint ventures in China, the Uruguay Round negotiations on services, and the NAFTA negotiation.

Historians and diplomats often claim that each international negotiation is a unique event. In contrast, negotiation theory, building on several academic disciplines, argues that international bargaining is characterized by recurrent patterns that can be generalized and formalized. In the context of that debate, this book examines international economic negotiations and studies the extent to which economic theory as opposed to negotiation theory can explain the outcome of international economic negotiations. This book is ideal for students and scholars of international economics, international business, management and game theory.

In addition to the editors’ work with IIASA, Victor Kremenyuk is deputy director of the Institute of the USA and Canada Studies at the Russian Academy of Sciences in Moscow, and Gunnar Sjöstedt is senior research fellow at the Swedish Institute of International Affairs in Stockholm.

*International Economic Negotiation – Models versus Reality* (ISBN 1 84064 167 3), the seventh volume in a series of books by IIASA’s Process of International Negotiation Network Project, is available now in hardback in the U.K. for £55.00 and as of July in the U.S. for $90.00. For ordering information, contact Edward Elgar Publishing at www.e-edgar.co.uk.

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