

Book Review

Ioan Constantin Dima, Ștefan Vlăduțescu: *Persuasive Logistical Negotiation*. Saarbrücken, LAP Lambert, 2012.

The book "Persuasive Logistical Negotiation" (Saarbrücken, LAP Lambert, 2012), by Ioan Constantin Dima, Ștefan Vlăduțescu, is a scientific event. The study is interdisciplinary and lays at the intersection of persuasive communication with the negotiation of logistic type.

The research that has been made so far considers negotiation as a rational act, either as a principled act (Roger Fisher, William Ury and Bruce Patton speak of "the method of principled negotiation") or as a conditioned act (Gavin Kennedy sees negotiation as based on "if-then") or as a rational activity (M. H. Bazerman and M. A. Neale militate for "negotiating rationally").

The interesting and well proofed thesis of the book is that logistical negotiation is prevalent persuasive. "Negotiation" is not a strictly rational approach and implemented inferentially. It always involves an emotional component and a major dose of persuasion. Therefore, any "negotiation" and, particularly, logistic negotiation reveals a persuasion feature.

To argue-prove the thesis arguments of authority are used, acknowledged examples and an experiment on 20 subjects in the logistics field, on which the "low ball" ("low balling") technique-stratagem is tested.

In relation to the concept of persuasion (substantiated by Ștefan Vlăduțescu, in "Negative Journalistic Communication" published in 2006 by the Romanian Academy) as a mechanism with four operations (seduction, fiction, myth, and lies), the book concludes that the logistic operator seduces, captures, delights, fascinates, designs fiction, exploits emotional attachment, lies, deceives, cheats, deceives. In other words, it follows that in logistic negotiating persuasive communication prevails.

We conclude that the book presents high relevance in the space of logistics, of negotiation, and of logistical negotiation.