

## CONDUCTING INTERNATIONAL NEGOTIATION: AMERICAN STYLE

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*Розглянуто основні принципи ведення міжнародних переговорів та особливості американського стилю проведення переговорів*

The negotiation is the most powerful tool invented by mankind for the coordination of interests of the parties and organization of cooperation. The development of the further relations between the participants depends on success behind a negotiating table, and the achievement of desirable results in negotiation requires, as well as any other sphere of activity, professionalism and careful preparation.

The orientation on the joint decision of a problem simultaneously is also main function of negotiation. The realization of the given function depends on a degree of interest of the parties in search of the mutually acceptable decision.

The American diplomats conducting negotiation have distinctive style: convincing, direct, persevering and focused on achieving of a result. Pragmatic American style is generated by the numerous and constant structural and cultural factors. It is possible to rank as the structural factors in the given context a geographical and geopolitical situation of the United States, governmental structures, economic parameters, demographic structure, legal system and system of education. Greatest weights have such two factors: the status of USA as unique global superpower and political system of the American state.

Now not only the politics of USA, but also in the whole attitude of the Americans has got unilateral character. In English press this phenomenon has received the name "unilateralism". Even hospitable and a kind of polite representatives of USA during negotiation are inclined to hold a position by the principle "take it or leave it" (all or anything).

One more factor of an irritation in negotiation with the Americans, marked by many diplomats, is the impression that USA are involved in absolutely all problems of the modern world. In spite of the fact that the president has power for negotiating, he can not work without approval of a Congress of the United States.

The American diplomats completely use the strong professional parties. They always are very well prepared for negotiation, are in a rate not only essence of business, but also details and details.