

## “Persuasion Elements Used in Logistical Negotiation” – Book review

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### ABSTRACT

“Persuasion Elements Used in Logistical Negotiation” (2012), published by Saarbrücken, LAP Lambert, Professor Ioan Constantin Dima from University Valachia Targoviste and by Professor Ştefan Vlăduţescu from University of Craiova, is a book of intellectual elevation and high expression of ideas. The study is interdisciplinary and lays on the intersection of persuasive communication with the negotiation of logistic type. The research was supported by two approaches: it valorized discursive and ideationally an extensive bibliography; it pointed out to give a purely and direct scientific feature to the research and to provide a working and training tool for interested and “co-interested” ones, under conditions of efficiently and autonomy reading. The zetetic core is one of the communication theory and logistic negotiation by experimental methods, combined with methods of accepting the approved arguments and with the method of conceptual hermeneutics, on a large space of research. The book is comprehensive, cohesive and consistency.

**Keywords:** persuasive communication; logistic operation; logistic negotiation; negative journalism

### 1. THE STRUCTURE

The book consist of four chapters presenting the theoretical concept of conviction and persuasion, the operations and actions of the persuasion, efficiently development and implementation of logistics according to methods that eliminates wastes and input fluidity of the flows, pragmatically methods to reach the goals of persuasive negotiation.

Ştefan Vlăduţescu is a repute professor of University of Craiova, Literature and Communication Department, also a propensity researcher on communication axes with original ideas and theses well known on communication ontology, communication hermeneutical, communication law, communication axiology, communication philosophy. In first two chapters of the book, Ştefan Vlăduţescu defines the environment of “actual truth that represents a logical discursive device which, theoretically speaking, we want to detach it of various linguistic phenomena, we shall simply start to say: the range of our cognitive horizon is constituted by verisimilitude”. Everything is happening us as Wittgenstein asserts, “whole environment of the affective, cognitive, volitional and conative events, the universe of experience and thinking, all of them are molded from material of verisimilitude”. The truth and the falseness are in an apparently indestructible syncretism. The cogitative effort to focus on verisimilarly processing the “verisimilar” material. For any substantial carrying out and not thoroughly ceremonial, an

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impulse is needed, an internal triggering necessity, a set of working tools, a set of working rules and principles. In performing of the essence of a confused cognition, communication is achieved over the basically ambiguity of the language by two methods: convictive and persuasive. The author asserts that, “the specify of conviction is the orientation on the exclusivity of strict ethics of rational cogitation and existential affectivity. Persuasion is featured by using affective or rationally seductive arguments, either entirely on their own, or in combination with arguments and convictive procedures”. Conviction corresponds to a communicational act pointing out to modify the individual’s mind in a context in which he keeps or he believes to maintain a certain freedom. Persuasion is subtle, apparently more mobile, it is directly insidious.

## 2. CONTENT

Professors Ioan Constantin Dima and Ștefan Vlăduțescu develops in detail the goals both of conviction and persuasion, as well the rules of delimiting the convictive ones of persuasive ones: concordance, building or restructuring. Persuasion, in fact is a matter of opinion, its tools are seduction and fiction with its forms of lie and myth.

Individual of our society is better informed both quantitatively and qualitatively. The magnitude of information is not a result of decrease of ex- information, they are developed together and is done on the same principle: expanding of the influence. “The foundation of humanity lies in solidarity. Social cohesion strength comes from the original tendency of attachment and trust. It is inevitable to become a human being without going through the selection corridor of communion. The engine of social consistency is the influence. In relation to this social reproduction system are defined two inertias. Centrifugal inertia of the social system called alienation. This type of social connection covers the phenomenon of remaining outside of social influence circuits. Alienation is a debile force. Alienation network is weak and lacks of consolidation mechanisms. Alienation appears thus as a system failure, as a gripping of the social influence gearing. The centripetal inertia is focused on the concept of power. Operators of power are those who know and can sit in the control nodes of social influence. Any power is a power of influence” asserts the author.

The journalistic discourse is addressed to an audience in whose universe through communication is intended to intervene. If the intervention of the positive journalism takes place by convictive means (logical cogitation and clear language), the negative intervention takes place also by the means and the “ways of persuasion”. The negative journalism builds its influence project reality on conveying of some opinions of persuasive nature, by its persuasive actions: influence, intoxication, disinformation, propaganda, manipulation. All of these operations and actions are explained in detail in their evolution during the time, argued and highlighted by opinions of reputed researchers, and also demonstrated by practical methods used in social activity like: “foot in the door”, “door in the face”, “low ball” and real cases as examples.

In the third chapter, professor Ioan Constantin Dima, specialist in logistics, management of companies, develops an approach of a new domain of management of the company, a logistical one, imposing the knowledge of aims and methods of study. To performe an efficient logistical system it is important that both client and supplier to implement the new concept of logistic system. There are introduced new concepts, new rules, new methods to rethink the distribution logistics, all of them in order to reduce the costs and to increase the efficiency. For production logistics are described methods like “just in time”, synchronizing the production

flows, rethinking the stocks. For the suppliers are requested: supplier's logistic audit, localizing suppliers and transportations for the purchase, reviewing the prices, conditioning and packaging.

The involvement of logistics leads to satisfy the client and reduce the costs. In order to do that, it is recommended to use four principles of organization such as: knowing and accelerating flows, knowing and accelerating the flows of products, knowing and complying with mutual engagements, knowing and managing the risks.

The accomplishment of the logistic product consists of making it so effective as to be possible to be integrated into the flow, including the assignation of all components necessary to its further pilotage. The high technology is part of this task, so the involved issues are: using of logistics even since the phase of imagining of the product (by bringing additional diversity of the service to clients and a profitable source of considerable incomes), implementing the integrated logistic support in three phases: defining the logistical support policies, accomplishing the logistical supports, implementing the logistic support in practice. These are split in logistic of spare parts, logistic of the maintenance, logistic of changes, logistic of planning and pilotage.

The achieving of any logistic wide logistic change within the company needs some activities that may be grouped into activities aiming the accomplishment of an immediate profitability: priority of the process in relation with the component operations, coordinating the information with the technological operation, synchronizing the individual objectives with the logistic finalities.

All methods developed have as goal to reduce the costs, to improve the quality of product, to make efficient the production flow, to reduce the intervention time for maintenance, to increase client satisfaction to have a stable and efficient process.

In the fourth chapter, *The Persuasive Character of Logistical Negotiation* – Professor Ștefan Vlăduțescu, emphasizes the recently researches belonging to persuasion and conviction involved in logistical negotiation as a conclusion of its role.

There are two orientations. First, according to the teachers from Harvard University, the object of negotiation would be a wise, efficient and comfortable agreement for the relationship between partners. In order to achieve the objectives, negotiators should be independent from the problem in question. “Separating the people from the problem is not something you can do once and forget about; you keep working at it. It is stated that the basic approach is to deal with people as human beings and with the problem on its merits” (Fisher R., Ury W., Patton., 1991, p.39).

The wise agreement of “principled negotiation” has no connection with the negotiators' emotions or involvement. Definitely rational, the wise agreement is blind just like justice, concludes the author. The second, is represented by Gavin Kennedy and enunciates the theory of the elaborate conditionality.

He shows that many authors present negotiation as a manipulative choice of tactics and aggressive moves aiming the achievement of a purpose. The negotiator oriented towards the result is a red negotiator. Kennedy (Kennedy G., 1998, p.263) shows that “most inexperienced negotiators behave most of the time as red players, because they are heavily tainted with various nuances of interpretations or aggressive, competitive expressions regarding the negotiation role in the process of taking the decision”.

The author, also presents five comprehension axes:

1. Logistic negotiation and communication;

2. The system of logistic negotiation;
3. Object and stakes of logistic negotiation;
4. Communication, conviction, persuasion;
5. Strategies and stratagems, tactics and maneuvers of logistics negotiation;  
as conceptual and hermeneutical axes of performing and interpreting the experiment.

### 3. CONCLUSIONS

The zetetic stake of the study was the demonstration of the thesis that the persuasive character is among the defining features of the logistic negotiation. When negotiating, persuasion has continuity, repeatability and irrepressible effects. The persuasion infiltration occurs through seduction, lying, fiction and myth. It is supported by the human activity and the operation in the social knowledge of the law that it does not rely on evidence and proof, but on trust. As a conclusion, the scientific implications of proving the thesis of the persuasive character of any negotiation, the practical gain in the thinking order is to strategically design the negotiation as a preponderantly emotional-irrational approach, and not exclusively rational. As Albert Einstein asserts, “*The most beautiful experience we can have is the mysterious – the fundamental emotion which stands at the cradle of truth art and true science*” it is better to take in consideration all possibilities.

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