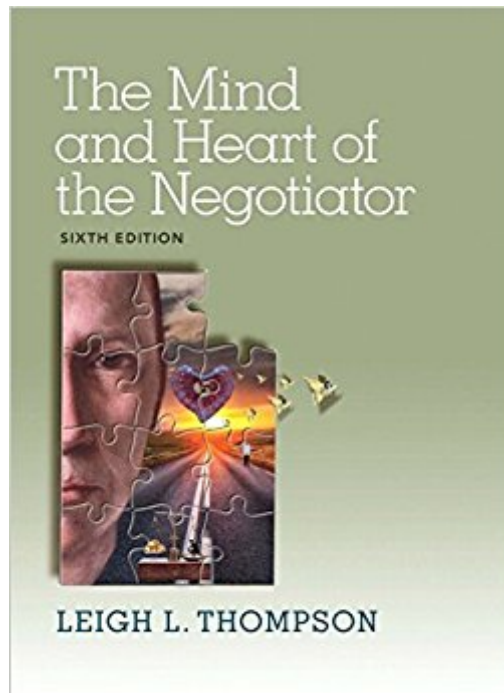




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Mind And Heart Of The Negotiator, The



Synopsis

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. For undergraduate and graduate-level business courses that cover the skills of negotiation. • Delve into the mind and heart of the negotiator in order to enhance negotiation skills. • The Mind and Heart of the Negotiator is dedicated to negotiators who want to improve their ability to negotiate—whether in multimillion-dollar business deals or personal interactions. This text provides an integrated view of what to do and what to avoid at the bargaining table, facilitated by an integration of theory, scientific research, and practical examples. • This program will provide a better teaching and learning experience—“for you and your students. Here’s how: Provide Students with Practical Real-World Examples: • Each chapter opens with a case study that illustrates a real business situation. Offer In-Depth Information on Business Negotiation Skills: This text provides practical take-away points for the manager and executive on integrative negotiation and contains a series of hands-on principles that have been proven to increase the value of negotiated deals. Keep your Course Current and Relevant: New examples, exercises, and statistics appear throughout the text.

Book Information

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Customer Reviews

I was required to order this book for a college course I am taking and found this book to be very helpful. It provides a solid base of information for students learning about negotiation. It describes in detail the different theories, techniques and terms that are required to become a negotiator. It is a great value for a college student who wants to rent their books.

Per my professor, nothing has changed between 4th, 5th, & 6th editions. Publisher is producing unethical reprints. Just buy an older version.

I purchased this as a text book and paid a text book price. The author is thorough in her presentation of negotiation, however her examples are biased, incomplete in their explanation, and in some cases do not match what the author is trying to convey. I think the editors failed her.

This text was required for my MBA Negotiations class, however, it has been written in a manner that it offers great information for anybody wishing to improve their negotiating skills. It is up to date in its many real-world examples.

It's an awesome book for people trying to understand the logic of art and science of negotiations. It helps develop basic required skills to negotiate while making you understand the fundamentals. Great book for corporate negotiations!!

This textbook is really well written and actually holds valuable information for your future career and just life in general. I had to have it for a class, but I ended up finding it really interesting. Easy to read, short chapters.

This was the textbook for my Negotiation class, and it has some serious flaws in my opinion...First, the layout is disorganized, and the concepts are often strangely linked and overlap in a way that makes understanding the ideas much more difficult. Second, there are grammatical mistakes throughout. This, along with the poor structure of the chapters, makes it hard to believe that the book was ever proofread. There are also some other issues – some ideas seem contradictory in the book since the author compiles findings from many different sources. However, as a result, there is often no clear framework for understanding negotiations more clearly. Facts from other sources are often stated without commentary on how that finding links to strategic frameworks more

generally. Again, this relates to the idea of poor organization and overall flow of the book. Definitions of certain terms are often unclear, and even when they are given they are subsequently used in contexts that do not align with the initially given meaning. Overall, it has some decent insight to improving negotiation abilities; there are also many interesting examples of negotiations throughout (though the applicability to the section those negotiations are in varies). However, the author lacks sufficient ability to coherently structure the ideas in textbook form.

Used for a Project Management course. I enjoyed this book and it covered a lot of interesting topics. However, it was a bit dry and I felt like some parts could have been condensed into about half their length as it began repeating itself.

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