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~~Richard Shell~~

~~Book Summary —~~

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for negotiators
who want to
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rough-and-tumble
world of
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No matter what
you do for a
living, good
negotiation
skills help you
reach your goals
quickly. Trading
for advantage

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will help you identify your negotiating style, strengths, and weaknesses, identify your trading objectives, and teach you useful tactics to get the most out of your negotiations.

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| Jimena ...

“Bargaining for
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Summary”

Negotiation was
once considered
the only way of
making money,
meaning that
your negotiation
skills defined
the amount of

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profit you'll be taking home at the end of the day. If you stand out from the group as influential interactor, then perhaps you possess the fundamentals of becoming a proficient negotiator.

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Summary - G.
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• • •
People
Once each party
has made an
initial offer,
avoid the trap
of making
another
concession
before your

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counterpart has
reciprocated
with one of her
own. If the
other party
won't match your
concession, it
may be time for
you to bow out
of the
negotiation and
exercise your
BATNA. Be
Comfortable with

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Advantage Negotiation What is Strategies For Distributive Negotiation and Five Proven Strategies People

Extreme demands followed up by small, slow concessions.

Perhaps the most common of all hard-bargaining

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tactics, this one protects dealmakers from making concessions too quickly.

However, it can keep parties from making a deal and unnecessarily drag out business negotiations.

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**10 Hard-
Bargaining
Tactics &
Negotiation
Skills**

If you want to be a pro negotiator, identify your bargaining style. Research shows that those who are

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Naturally conflict-avoidant but
Negotiation
Strategies For
Responsible
People
feign aggression
or those who are
competitive but
play too nice do
not achieve the
best negotiation
outcome. To get
what you want,
don't jump
automatically to
a negotiation.

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Business Digest

"Wise,
persuasive, and
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themselves or
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that will be
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readers."

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Personal MBA
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ideas, all
presented in an
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starts with embracing your authentic strengths. The best negotiators set optimistic but justifiable expectations. Appealing to norms helps win negotiations. Fair, reciprocal relationships are conducive to

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negotiating. You
need to know
what motivates
the other side
in a
negotiation.
Leverage is
critical to
negotiation.

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haggling is a type of negotiation in which the buyer and seller of a good or service debate the price and exact nature of a transaction. If the bargaining produces agreement on terms, the

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transaction
takes place.
Bargaining is an
alternative
pricing strategy
to fixed prices.
Optimally, if it
costs retailers
nothing to
engage in and
allow
bargaining, they
can deduce
buyers ...

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bargaining exper

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Experiments performed
between 1960 and
1980 concluded
that a hard-line
bargaining
strategy (open
high and concede
slowly) is the
best approach to
transactional
bargaining,
especially if
direct ...

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effectively in
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negotiations,
and advice for
putting
relationships
back on track

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research with
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practical guide
to becoming a
more effective

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hidden

psychology and
patterns that
govern every
bargaining
situation.

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stories about
everything from
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and high stakes

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style to make
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research and
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studies to
explain how to
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execute
negotiations,
from identifying
opportunities to
overcoming
resistance and
defusing
hardball
tactics.

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Describes a method of negotiation that isolates problems, focuses on interests, creates new options, and uses objective criteria to help two parties reach an

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When discussing
being stuck in a
"win-win vs. win-
lose" debate,
most negotiation
books focus on
face-to-face
tactics. Yet,
table tactics
are only the
"first
dimension" of

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David A. Lax and
James K.
Sebenius'
pathbreaking 3-D
Negotiation (TM)
approach,
developed from
their decades of
doing deals and
analyzing great
dealmakers.
Moves in their
"second
dimension"—deal

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cally unlock
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noneconomic
value by
creatively
structuring
agreements. But
what sets the
3-D approach
apart is its
"third
dimension":
setup. Before

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Showing up at a bargaining session, 3-D Negotiators ensure that the right parties have been approached, in the right sequence, to address the right interests, under the right expectations,

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and facing the
right
Negotiation
consequences of
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walking away if
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arsenal of moves
away from the
table often has
the greatest
impact on the
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outcome. Packed
with practical

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insightful deal
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unattainable by
standard
tactics.

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and gain the
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advantage Now
revised and
updated, the
second edition

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will teach you
about one of the
most important
skills in
business. We all
have to
negotiate at
some point;
whether in the
office or at
home and good
negotiation

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skills can have a profound effect on our lives – both financially and personally. No other skill will give you a better chance of optimizing your success and your organization's success. Every time you

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negotiate, you are looking for an increased advantage. This book delivers it, whilst ensuring the other party also comes away feeling good about the deal. Nothing will put you in a stronger

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build capacity,
build
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strategies and
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Teaches you how
to conduct
successful win-
win negotiations
Gives you the
competitive

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Negotiation
For years,
Strategies For
academic

thinking on
negotiations and
People
auctions has
matured in
different silos.
Negotiation
theory focused
on deals between
two parties,
investigating

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psychological motivations and invoking ideas like 'best alternative to a negotiated agreement.'

Auction theory, on the other hand, focused exclusively on situations where multiple bidders were involved

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and the highest
bidder won.
Negotiation
Harvard Business
Strategies For
School professor
Reasonable
Guhan
People
Subramanian
specializes in
understanding
how deals. As he
studied deals in
the news,
observed deals
as a participant
and invited

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legendary dealmakers into his classroom, one commonality kept cropping up. Assets most often change hand not in a pure negotiation or a pure auction, but by a mechanism that freely combines elements from

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both schools of thought.

Negotiators are 'fighting on two fronts' across the table, but also on the same side of the table with known, unknown, or possible competitors. In Negotiauctions, Subramanian

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Advantage
provides a
lively tour of
Negotiation
both negotiation
Strategies For
and auction
theory,
Reasonable
following those
People
summaries with
an in-depth look
at his hybrid
theory that
includes
strategies that
readers can use
in real life

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situations.

Along the way
Subramanian
employs multiple
case studies,
from studio
negotiations
over a new
season of the TV
show Frasier to
his own
experience
purchasing a
car. Classroom

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tested in one of
the world's best
business
schools,
Negotiauctions
is an
indispensable
how-to guide for
anyone involved
in the sale of
high-value
assets.

Explains that

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the selling of ideas is a matter of encouraging others to share one's beliefs in a guide for salespeople that invites readers to self-assess their persuasion personality and build on natural strengths.

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the art and
science of
negotiation
offers practical
advice for the
most challenging
conflicts—when
you are facing
an adversary you
don't trust, who
may harm you, or
who you may even
feel is evil.

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compelling book
identifies the
tools one needs
to make wise
decisions about
life's most
challenging
conflicts.

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Code is a

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to creating
workplaces where
everyone can
thrive. Surveys
show that more
than 40% of
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seeing ethical
misconduct at
work, and most
fail to report
it--killing
office morale

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stories from his
MBA students
which inspired
him to create
this helpful
guide for

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created?this
book?to point to
a better path:
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these conflicts
are coming,
learn to spot
them, then
follow a
research-based,
step-by-step
approach for

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skillfully.?By
committing to
the Code, you
can replace
regret with long-
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success as a
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conscience. In
The Conscience
Code, Shell
shares tips and
facts that:

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overcome the
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organizational
Strategies For
forces that push
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people toward
People
actions they
later regret.
Lays out a
systematic,
values-to-action
process that
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levels can
follow to

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integrity while
achieving true
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Shell's
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classic cases of

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