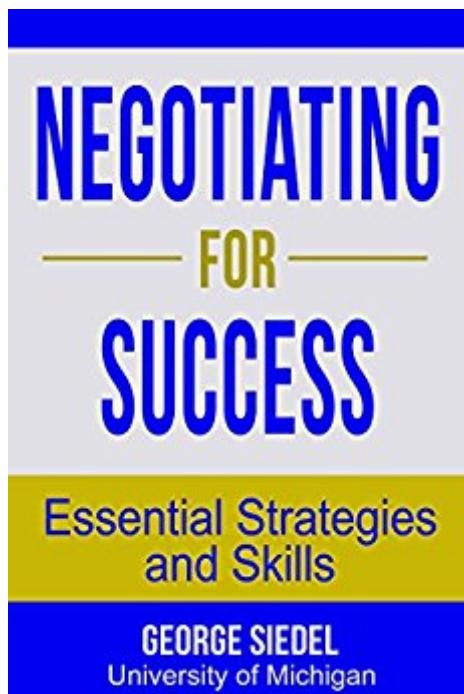


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# Negotiating For Success: Essential Strategies And Skills



## Synopsis

We all negotiate on a daily basis. We negotiate with our spouses, children, parents and friends. We negotiate when we rent an apartment, buy a car, purchase a house and apply for a job. Your ability to negotiate might even be the most important factor in your career advancement. Negotiation is also the key to business success. No organization can survive without contracts that produce profits. At a strategic level, businesses are concerned with value creation and achieving competitive advantage. But the success of high-level business strategies depends on contracts made with suppliers, customers and other stakeholders. Contracting capability—“the ability to negotiate and perform successful contracts”—is the most important function in any organization. This book is designed to help you achieve success in your personal negotiations and in your business transactions. The book is unique in two ways. First, the book not only covers negotiation concepts, but also provides practical actions you can take in future negotiations. This includes a Negotiation Planning Checklist and a completed example of the checklist for your use in future negotiations. The book also includes (1) a tool you can use to assess your negotiation style; (2) examples of “decision trees,” which are useful in calculating your alternatives if your negotiation is unsuccessful; (3) a three-part strategy for increasing your power during negotiations; (4) a practical plan for analyzing your negotiations based on your reservation price, stretch goal, most-likely target, and zone of potential agreement; (5) clear guidelines on ethical standards that apply to negotiations; (6) factors to consider when deciding whether you should negotiate through an agent; (7) psychological tools you can use in negotiations—and traps to avoid when the other side uses them; (8) key elements of contract law that arise during negotiations; and (9) a checklist of factors to use when you evaluate your performance as a negotiator. Second, the book is unique in its holistic approach to the negotiation process. Other books often focus narrowly either on negotiation or on contract law. Furthermore, the books on negotiation tend to focus on what happens at the bargaining table without addressing the performance of an agreement. These books make the mistaken assumption that success is determined by evaluating the negotiation rather than evaluating performance of the agreement. Similarly, the books on contract law tend to focus on the legal requirements for a contract to be valid, thus giving short shrift to the negotiation process that precedes the contract and to the performance that follows. In the real world, the contracting process is not divided into independent phases. What happens during a negotiation has a profound impact on the contract and on the performance that follows. The contract’s legal content should reflect the realities of what happened at the bargaining table and the performance that is to follow. This book, in contrast to others, covers the entire negotiation process in chronological order beginning

with your decision to negotiate and continuing through the evaluation of your performance as a negotiator. A business executive in one of the negotiation seminars the author teaches as a University of Michigan professor summarized negotiation as follows: "Life is negotiation!" • No one ever stated it better. As a mother with young children and as a company leader, the executive realized that negotiations are pervasive in our personal and business lives. With its emphasis on practical action, and with its chronological, holistic approach, this book provides a roadmap you can use when navigating through your life as a negotiator.

## **Book Information**

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## **Customer Reviews**

The book as a standalone is a great resource. Paired with the coursera course, it's a little redundant. I would say choose one over the other unless you are paying for the certificate. I enjoyed the book and felt like there were some great, high level ideas I can apply in business and in life. I just couldn't stand hearing it repeated at such a slow pace during the course. I actually sped it up to 2X the natural speed because I couldn't stand how slow he talks. He seems like a nice guy and knows his stuff, just talks to slow. So again, I give the book a five. I just think it drops in value if you are ALSO taking the course.

I bought this book to preparing the MOOC with Professor Siedel has on-line. Within 24 hours I had read through the first chapters and earned the entire cost of the book back, just taking in a few examples and putting them to good practise. A must read for all of us as negotiating is part of every day life.

Siedel offers an online negotiations course through University of Michigan (and Coursera). This was a recommended read...and for anyone that spends serious amounts of time negotiating (and that includes with co-workers, bosses, even kids and spouses) it's a great read.

Excellent textbook, that mirrors the Coursera Negotiating course by George Siedel. The concepts are presented clearly and represent a fundamental introduction to principled negotiation. As a reader, you will learn to grow the pie and learn to develop your skills for integrative, rather than distributive negotiation. When I took the course, that this textbook was specifically written for there were 57,000 students worldwide! If you buy the book, be sure to look for the course on Coursera and get the most out of the pair. Thank you Professor Siedel!

A well written book. Very good practical advise and approach to negotiations. The book also covers legal aspects of contract negotiation. I was also fortunate to take the course that the book is based on from the author.

I bought the book as an accompaniment to a course I was taking and it has turned out to be a very good reference even after the course. Professor Siedel's use of frameworks and checklists makes it an easy reference. I am not a professional negotiator and I therefore need the text to refresh concepts of negotiations, including BATNA, decision trees and fundamentals of contracts when need arises.

This is an excellent negotiation book. I encourage you to read the book in conjunction with the MOOC that Professor's Siedel created on "Successful Negotiation: Essential Strategies and Skills" in Coursera. Anyway, the book is a great read and of highly practical use by itself as well. The book is unique in its organization by covering each step in the negotiation process chronologically from preparation through performance. Accordingly, the book is organized as follows: Unit I: Prepare to Negotiate Unit II: Use Key Strategies and Tactics During Negotiations Unit III: Close Your Negotiation

With a Binding ContractUnit IV: Complete Your End GameAppendix A: Negotiation Planning ChecklistAppendix B: Example of a Completed Negotiated Planning ChecklistAppendix C: Assess Your Negotiating StyleThe chronological order of the book made it easy to understand and each chapter has a "Key takeaway" summarizing the most important concepts covered. Further, the book provides concrete examples and case studies to show how the concepts are applied in practice and is written in a style which provides deep insights through plain language.I particularly enjoyed the Negotiation Style Assessment and the Chapter on the "Use of Psychological Tools" for negotiation. These set of tools are applicable to many other areas besides negotiation, such as decision making and litigation.I highly encourage you to purchase this book!!

Succinct and practical oriented book - recommend to anyone who is interested in the topic! It's better not to read it alone, but use as a material for accompanying course at Coursera. Or, better said, this book is the must have material for passing the course :)

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