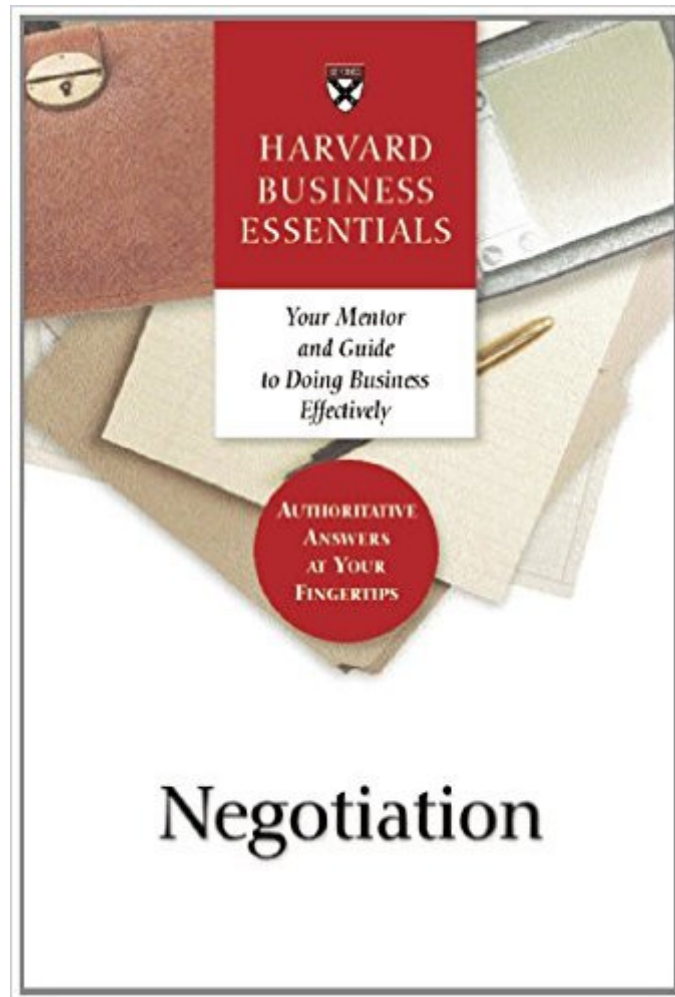


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# Negotiation (Harvard Business Essentials Series)



## Synopsis

Negotiation--whether brokering a deal, mediating a dispute, or writing up a contract--is both a necessary and challenging aspect of business life. This guide helps managers to sharpen their skills and become more effective deal makers in any situation.

## Book Information

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## Customer Reviews

This is one of the volumes in the new Harvard Business Essentials Series. Each offers authoritative answers to the most important questions concerning its specific subject. The material in this book is drawn from a variety of sources which include the Harvard Business School Press and the Harvard Business Review as well as Harvard ManageMentorÂ Â®, an online service. I strongly recommend the official Harvard Business Essentials Web site ([...]) which offers free interactive versions of tools, checklists, and worksheets cited in this book and other books in the Essentials series. Each volume is indeed "a highly practical resource for readers with all levels of experience." And each is by intent and in execution solution-oriented. Although I think those who have only recently embarked on a business career will derive the greatest benefit, the material is well-worth a periodic review by senior-level executives. Richard Luecke is the author of several other books in the Essentials series. Once again, credit him with pulling together a wealth of information and counsel from various sources. In this instance, he was assisted by a subject advisor, Michael Watkins, who is an associate professor at the Harvard Business School who does research on negotiation and leadership. Together, they have carefully organized the material as follows. First, they examine

various types of negotiation (e.g. distributive and integrative) and then introduce four key concepts: BATNA (i.e. best alternative to a negotiated agreement), reservation price, ZOPA (i.e. zone of possible agreement), and value creation through trades.

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