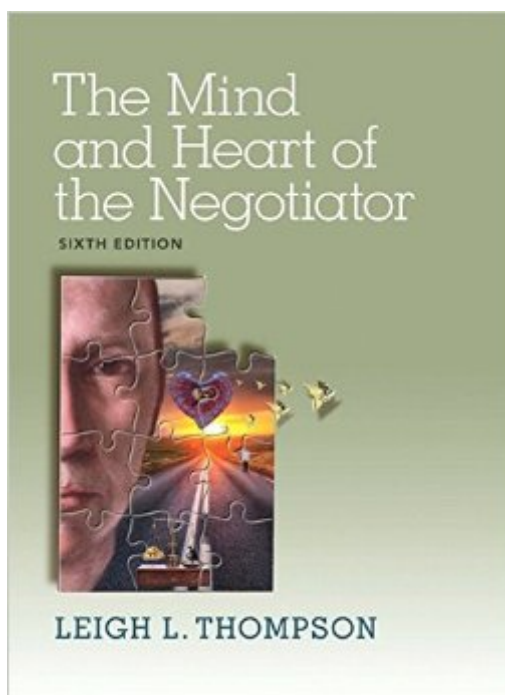


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The Mind And Heart Of The Negotiator (6th Edition)



Synopsis

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

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.

I’ve owned and read every edition of this book from the first to the sixth. I’ve used this book for a

number of my courses and training sessions. So I decided to buy also the (6th Ed.) Kindle version so that I can read it on the way. Isn't that the point after all? Well, this is NOT a flexible text. The text will not adjust to your device screen size. You have to move the page manually to read it as you'd do in a pdf. For the price of over \$100 without any discount for the hard-copy owners I find this to be OUTRAGEOUS to say the least! I am very disappointed and will consider changing this review only once the problem is solved and the owners of the Kindle version will receive a replacement with a real Kindle book instead of this excuse. I hope its wonderful author takes note, and things start moving. Thank you.

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 â “ 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.

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

This book was for a class. The layout is kind of awkward things overlap, the flow of the book isn't the best.

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