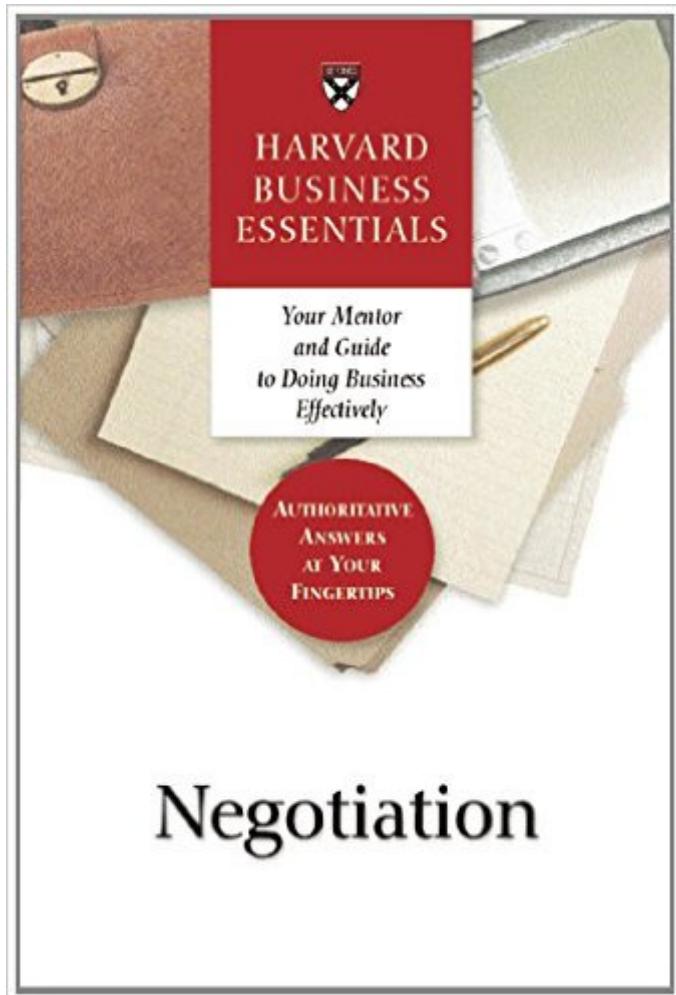


The book was found

# 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**

Paperback: 184 pages

Publisher: Harvard Business School Press (July 1, 2003)

Language: English

ISBN-10: 1591391113

ISBN-13: 978-1591391111

Product Dimensions: 6 x 0.7 x 9.1 inches

Shipping Weight: 9.1 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 starsÂ  See all reviewsÂ  (39 customer reviews)

Best Sellers Rank: #33,330 in Books (See Top 100 in Books) #49 inÂ  Books > Business & Money > Management & Leadership > Negotiating #219 inÂ  Books > Business & Money > Skills > Communications #570 inÂ  Books > Business & Money > Management & Leadership > Management

## **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®, 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.

[Download to continue reading...](#)

Business Negotiation: 20 Steps To Negotiate With Results, Making Deals, Negotiation Strategies, Get What You Want, When You Want It, Achieve Brilliant Results, Negotiation Genius, Leadership Negotiation (Harvard Business Essentials Series) Harvard Business Review on Work and Life Balance (Harvard Business Review Paperback Series) 65 Successful Harvard Business School Application Essays, Second Edition: With Analysis by the Staff of The Harbus, the Harvard Business School Newspaper The Harvard Business School Guide to Careers in the Nonprofit Sector (A Harvard Business School Career Guide) Harvard Business Review on Pricing (Harvard Business Review Paperback) Architect's Essentials of Contract Negotiation (The Architect's Essentials of Professional Practice) Entrepreneur's Toolkit: Tools and Techniques to Launch and Grow Your New Business (Harvard Business Essentials) Business Communication (Harvard Business Essentials) The Harvard Dictionary of Music (Harvard University Press Reference Library) The Harvard Medical School Guide to Men's Health: Lessons from the Harvard Men's Health Studies (Well-Being Centre = Centre Du Mieux-Etre (Collection)) The Harvard Concise Dictionary of Music and Musicians (Harvard University Press Reference Library) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Architect's Essentials of Negotiation Essentials of Negotiation The Best Business Schools' Admissions Secrets: A Former Harvard Business School Admissions Board Member Reveals the Insider Keys to Getting In How to Write a Great Business Plan (Harvard Business Review Classics) Betting the Company: Complex Negotiation Strategies for Law and Business HBR Guide to Persuasive Presentations (HBR Guide Series) (Harvard Business Review Guides) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business)

[Dmca](#)